JANUARY 8, 1951

BROADCASTING TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT.
5201 WOODWARD AVE.
DETROIT 2, MICH.

DETROIT PUBLIC LIBRARY
DETROIT

WLEE
IN RICHMOND NOW
5000
WATTS

More power! And more power means more listeners, more value for every advertising dollar you spend on WLEE. With 5000 watts, WLEE sends out a more dominant signal in Richmond, and brings in thousands of new listeners from other parts of Virginia. Profitable results come faster than ever to smart advertisers on this success-famous station. Get the whole WLEE story from your Forjoe man.

TOM TINSLEY: *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

Railroads' Freight Business
While Air Travel Has Biggest Year Here
Top Production Seen For '51
By WILLIAM J. CONLIFFE
State Jubilant Over Industry Boom In '50
Paducah, Owensboro New Plant Centers
By ALLAN TROUT
Business On Upswing In Mid-State
By JOE REISTER
Pattern For '51
LOUISVILLE, KY.
Boom H
Greater Civic Growth Seen for '51
Wages, Prices Expected To Jump
By K. P. VINSEL
Executive Vice-President
Louisville Chamber of Commerce
Coal Demand Economy Key In Pikeville
Steady Economy Seen For Eastern Kentucky
By GERALD GRIFFIN
Optimistic Business Picture Predicted for Kentucky
By SOL SCHULMAN
Courier-Journal Financial Editor
City Retailers Set New Record For Sales
Over $5 Million Spent Locally
By MARCUS GREER
Manager, Retail Division
Louisville Chamber of Commerce
Cigarette Industry Increases Production Here Nearly 100%
By T. V. HARTNETT, Pres.
Brown-Williamson Tobacco Corp.
State Jubi
Over Indu
Boom In
Paducah, Ow
New Plant C
By ALLAN
New Albany Sets Building Record
City Enjoys Prosperous '50
State's Business Leaders Optimistic Over Economic Outlook For '51
By ROSS KREAMER

The only radio station serving and selling all of the rich Kentuckiana Market

Television in the WHAS tradition

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

HOW DID SUNSET BLVD GET ON BROADWAY?

Everyone knows that it's hard to be in two places at the same time.

But recently, Paramount Pictures had to be in 387 places at once.

The release of their smash hit, "Sunset Boulevard," called for *simultaneous* openings in theatres on Broadways all over America. And although Gloria Swanson is being mentioned for an Oscar, Paramount feels there ought to be a special award for a star not even mentioned in the cast.

That's Air Express!

Thanks to Air Express, Paramount could work on the cutting, editing and printing of this film up to the last minute—and still get there on time!

But, you don't have to be in the motion picture industry to profit from regular use of Air Express. Here are its unique advantages which any business can enjoy:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division, Railway Express Agency, does it all.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

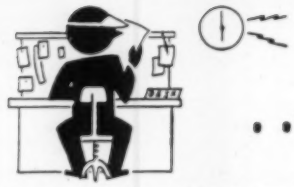
IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

Like to know more? Call your local Air Express division of Railway Express Agency.

AIR EXPRESS
GETS THERE FIRST

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline



Closed Circuit

MOVE UNDERWAY in administration circles for revival of World War II's Defense Communications Board. While White House has not yet entered picture actively, it's learned that comprehensive analysis is being made because of general worsening of international situation. If last war's pattern is followed, chairman will be Wayne Coy, for FCC, with Army, Navy, State and Coast Guard also represented. Strongest impetus may come from defense mobilization agencies. Broadcast Advisory Council could be named consulting group. Mr. Coy has been reluctant about recommending return of DCB but it's known that FCC staff is working on blueprint.

WHITE HOUSE considering new approach to radio-TV liaison toward more expeditious access to public via broadcast media. If consummated, it would affect Broadcast Advisory Council, formed under aegis of NAB, with appointment of formal committee representative of all segments of radio-TV. John S. Hayes, vice president and general manager, WTOP-AM-TV-FM Washington, conferred Friday with Assistant to President John R. Steelman and Charles Jackson, of White House staff, as result of his letter to Mr. Steelman [BROADCASTING • TELECASTING, Jan. 1] challenging BAC.

REORGANIZATION of Mutual, whereby it would abandon cooperative ownership and become horizontally competitive with other networks—TV as well as AM—reportedly again being talked. Acquisition by General Tire, owner of Yankee Network, of its second regional through purchase of West Coast Don Lee network, has given rise to new exploratory conversations. Yankee and Don Lee hold 19% plus each in Mutual, whereas by-laws provide for maximum holdings in one company of 30%. Year ago there were reports of impending deal with M-G-M, which failed to win board approval.

WHO WILL sit in at NAB headquarters for William B. Ryan, who goes on leave Feb. 1 as NAB general manager to become president of revitalized Broadcast Advertising Bureau? In alphabetical order only, these are prospects, either as acting or assistant general manager: Richard P. Doherty, employe-employer relations director; Ralph W. Hardy, government relations director; Robert K. Richards, public affairs director. Mr. Ryan can, but board probably will make decision.

BECAUSE of his successful marshalling of forces in handling of excess profits tax legislation as it pertains to radio-TV manufacturing, Glen McDaniel, RCA vice president, being mentioned as likely first paid president of Radio-TV Mfrs. Assn. For past year, Robert C. Sprague, head of Sprague Mfg. Co., has been functioning as interim president, but is known to be anxious to turn over toga to full-time executive as soon as one can be found. He probably would become chairman of the board.

WHILE REMOVAL of FCC headquarters from Washington federal area to point pos-

(Continued on page 82)

Upcoming

Jan. 8: Broadcast Advisory Council, Washington.
Jan. 11-13: National Collegiate Athletic Assn., Baker Hotel, Dallas.
Jan. 18: Industry Per Program Committee, Chicago.
Jan. 19: NAB TV Convention, Hotel Stevens, Chicago.

(Other Upcomings on page 73)

Bulletins

COLGATE-PALMOLIVE-PEET Co., New York (Octagon granulated soap), starting spot announcement campaign using about 50 markets for 52 weeks. Agency is Ted Bates Inc.

SATURDAY EVENING POST, through BBDO, New York, planning 13-week spot announcement campaign starting Jan. 31 in five markets.

DISTRICT COURT DECREE IN 'LORAIN JOURNAL' CASE

DECREE incorporating many of stiff terms proposed by Justice Dept. to govern competitive conduct of *Lorain* (Ohio) *Journal*, first newspaper found guilty of anti-trust practices against radio station, handed down Friday by U. S. Dist. Judge Emerich Freed in Cleveland.

Judge Freed ruled that *Journal*, owned by Samuel A. and Isadore Horvitz and found guilty of anti-trust violations in refusing to accept advertising of local merchants who also bought time on WEOL Elyria-Lorain [BROADCASTING • TELECASTING, Sept. 4, Oct. 2, Nov. 6, 1950], must not discriminate against any advertiser because he uses radio or other competitive media.

He did not adopt Justice Dept.'s proposal that Horvitzes be forbidden to acquire any radio station or newspaper which competes with *Journal* or with *Mansfield* (Ohio) *Journal*, which they also own. He did, however, instruct newspaper to publish his findings once weekly for 25 weeks, as proposed by Justice Dept., and ordered paper to give written notice of his findings to employes. He also directed *Journal* to keep records open during business hours for inspection by Justice Dept., and instructed *Journal* officials to hold themselves reasonably available for interviews with Justice Dept. representatives.

Journal spokesmen have said they would appeal to U. S. Supreme Court.

COMMITTEE APPOINTMENTS

SEVEN Democratic members of Senate Interstate & Foreign Commerce Committee announced Friday by Sen. Ernest W. McFarland (Ariz.), Democratic Leader.

Majority members include Sens. Edwin C. Johnson (Col.), chairman; McFarland; Warren G. Magnuson (Wash.); Brien McMahon (Conn.); Herbert R. O'Conor (Md.); Lyndon B. Johnson (Tex.); Lester C. Hunt (Wyo.). [See editorial page 44.]

BENJAMIN MOORE & Co., New York, through St. George & Keyes, New York, will sponsor for 23d consecutive year *Your Home Beautiful* starting March 3, Saturday, 11-11:15 a.m. on MBS.

Business Briefly

SEED SEASONAL ● Ferry-Morse Seed C. Detroit, Feb. 17 starts for seventh year *Garde Gate* on CBS, Sat., 9:45-10 a.m., and WC New York, Sun., 8:30-8:45 a.m., via WL Nashville. Agency, MacManus, John & Ada Detroit.

P&G ADDING ● Procter & Gamble Co. add extensive list of new markets to curre spot campaign for Tide. Agency, Benton Bowles, New York.

FALSTAFF LOOKING ● Falstaff Brew Corp., St. Louis (Falstaff beer), looking baseball broadcasts in South for early spri advertising campaign. Agency, Dancer-Fi gerald-Sample, New York.

NORWICH SERIES ● Norwich Pharma Co., Norwich, N. Y., to sponsor new wee series, *Sunday News Special*, featuring D Hollenbeck, 11-11:15 p.m. on CBS-TV, start Jan. 14. Agency, Benton & Bowles, New Yo

HERBERT, FREY, WILE ELECTED NBC VICE PRESIDENTS

JOHN K. HERBERT, general sales manag for radio network; George E. Frey, direc of television network sales, and Frederic W Wile Jr., director of television productio elected NBC vice presidents by board of d rectors Friday.

Mr. Herbert, former Hearst magazine e ecutive, joined NBC last September, becam general sales manager for radio network la Nov. 27. Mr. Frey entered radio with WEAF New York (now WNBC), joined NBC whe network was formed in 1926. Mr. Wile joine NBC late in 1949 as assistant to Sylveste L. Weaver Jr., when latter was hired as NB vice president in charge of television. H had formerly been with Young & Rubicam a supervisor of operations of radio departmen Before his Young & Rubicam service he wa with CBS in press and special events.

CBS POST TO EDWARDS

WILBUR S. EDWARDS, assistant gener manager of WEEI Boston, named director KNX Hollywood and CBS Pacific netwo operations, according to Merle S. Jones, wh continues as general manager of KTSL, ne work's new TV outlet in Los Angeles. M Jones announced expansion plan for KTSL Charles Glett, who was Don Lee TV vice pre ident, to assist Mr. Jones in ownership chan and expansion. Radio Sales becomes nation spot representative of KTSL.

HICKOK SPOT TEST

HICKOK MFG. Co., through Kastor, Farre Chesley & Clifford, New York, running sp announcement and chain-break test on all fou stations in Hartford, Conn., to determine t future radio advertising campaign. If test successful in sales and distribution, sched will be expanded.

TEMPLETON APPOINTED

BILL TEMPLETON, assistant account exe utive, Kudner Agency, New York, named radi TV director succeeding Ed Cashman who re turns to Foote, Cone & Belding (see AGEN BEAT, page 8).

KRLD Dallas 1ST

As Usual 3 out of 4

THE CBS STATION FOR DALLAS AND FT. WORTH- 50,000 WATTS FULL TIME!

MORNING—8:00 A. M.-12:00 NOON.

KRLD has more than twice the number of listeners in the morning of any other Dallas station or frequency.

SUNDAY—12:00 NOON-6:00 P. M.

KRLD has in excess of 10% more listeners Sunday afternoon than the second highest rated Dallas station or frequency.

EVENING—6:00-10:30 P. M.
Sunday through Saturday . . .

KRLD has more than 45% more listeners every evening of the week than the next highest rated Dallas station or frequency.

For full information see your October-November Hooper Measurements for Dallas.

THIS IS WHY KRLD IS YOUR BEST BUY

Owners and Operators of
KRLD-TV
Channel 4

AM - FM - TV The TIMES HERALD Stations

The Branham Company
Exclusive Representative

John W. Runyon, President
Clyde W. Rembert, General Manager

So what?

There isn't a radio station which can't claim some sort of first. Maybe first with left-handed defensive quarterbacks, or first to use diamond-studded microphones, or what have you.

We sport a few FIRSTS, too . . . *profitable ones for those who take advantage of them.*

Such as: a show called "Club 1300". WFBR-built and produced. FIRST in rating against every kind of opposition thrown at it for ten years—from network soap operas to giveaways! Another one called Shoppin' Fun. Another called Every Woman's Hour. Others like Morning in Maryland, the Bob Landers Show, Homemakers Harmonies and more . . . a lot more . . . rate *first* with advertisers who want results.

All right up there in the ratings—all with huge followings. All available to advertisers on a participating basis.

Has your curiosity been tickled? Contact a John Blair man or WFBR direct. You'll be shown very clearly why, in Baltimore, you need

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor*; J. Frank Beatty, Rufus Crater, *Associate Editors*; Fred Fitzgerald, *News Editor*; Tyler Nourse, Jo Hailey, *Assistants to the News Editor*. STAFF: David Berlyn, Lawrence Christopher, Ardinelle Duncan, Wilson D. McCarthy, John Osbon. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Allen Riley, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher*.

BUSINESS: MAURY LONG, *Business Manager*; Winfield R. Levi, *Assistant Advertising Manager*; George L. Dant, *Adv. Production Manager*; Harry Stevens, *Classified Advertising Manager*; Eleanor Schadt, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer*; Irving C. Miller, *Auditor and Office Manager*; Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager*; Jonah Gitlitz, Elaine Haskell, Grace Motta, Lillian Thacher, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355*; EDITORIAL: Edwin H. James, *New York Editor*; Florence Small, *Agency Editor*; Pete Dickerson, *Assistant to New York Editor*; Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor*.

ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115*; William L. Thompson, *Manager*; Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181*; David Glickman, *West Coast Manager*; Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0773*; James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

January 2, 1951

To the PRESS and RADIO:

Subject: RAILROADS IN THE YEAR AHEAD

To meet the rising requirements of national rearmament, the railroads will continue in 1951 the billion-dollar-a-year program of expansion and improvement which has marked the last five years.

They enter the new year with orders for 125,000 new freight cars, to be added to the 42,000 put in service in 1950 and the total of 345,000 new cars since the end of World War II.

The railroads have on order more than 2,000 units of new motive power, to be added to the approximately 3,000 installed in 1950, and the total of 11,000 new units since the end of World War II.

With more and larger cars and with locomotives which total 7 per cent more in pulling power and average almost 25 per cent higher in tractive effort, railroads have greater carrying capacity than they had at the time of Pearl Harbor. With the improvements in tracks, signals, yards, shops and every other part of the plant, the average freight train in 1950 turned out transportation service each hour equivalent to moving a ton of freight 20,000 miles -- an hourly output nearly 15 per cent above the peak movement of the second World War and almost three times as much as in the first World War.

In times of emergency, railroad capacity is capable of a high degree of expansion. Between Pearl Harbor and the World War II traffic peak, three years later, freight movement on the railroads went up more than 50 per cent. With access to the manpower and materials needed to continue and enlarge the program of improvement on which the railroads have spent more than five billion dollars in the past five years, and with the continued cooperation of shippers and government agencies, the railroads once again can increase their transportation output in step with the increasing demands of defense.

Sincerely yours,

William T. Faricy

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

*TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

Mr. Cashman

ED CASHMAN, N. Y. production supervisor radio-TV Kudner Agency, and producer *Texaco Star Theatre*, to Foote, Cone & Belding as Hollywood vice president in charge of radio and TV operations. He replaces ROBERT BALLIN [BROADCASTING • TELECASTING, Jan. 1].

PHILIP M. WHITE, account executive Needham, Louis & Brorby, Chicago, appointed Chicago manager Calkins & Holden, Carlock, McClinton & Smith agency. Account executive on Swift Products and Derby Foods at NLB, he had been with agency eight years.

PETER FINNEY, account executive Kudner Agency, N. Y., to Erwin Wasey, N. Y., as account executive on Admiral Corp. account which agency recently acquired from Kudner.

on all accounts

WITH 30 mail order radio accounts, Marfree Advertising Corp. claims to be one of the most successful agencies of its type in America. One of the reasons its star is rising is because Marfree's vice president and Chicago manager, Alvin Maurey Eicoff, has a talent for mail order promotion possessed by few other agency executives.

Al's most sensational account currently is d-CON, the rodent-eliminator which is being exploited on more than 400 radio stations across the country [BROADCASTING • TELECASTING, Dec. 11, 1950]. But he also was one of the men behind the mail order success of Pinto the Pony, the plastic novelty merchandised by R. & F. Specialty Co.; House of Goddard's quilt pieces; and Galgano Distributing Co.'s phonograph records.

Early last fall when Al Eicoff told a few of his friends at Chicago's larger agencies that he was about to glamorize a rat-killing compound so that a housewife could buy a can of it with no more embarrassment than when she purchased a can of cleanser, he was told it couldn't be done. Yet today d-CON is outselling its rivals by more than 50 to 1.

Perhaps Al learned what to public likes and dislikes from his father, a successful retail merchant of Lewistown, Mont. He has a "grass roots" grasp of merchandising, even though he never pursued retailing as a career. After going through the Lewistown schools, he attended the U. of Texas, where he took a degree in business administration in 1941. During World War II, he served as a correspondent for *Stars and Stripes*, and this prepared him for a job as reporter on the *Lewistown Daily News* after V-J Day. Within a year, however, Al shifted from the editorial side of the *News* to advertising. He was named advertising manager of the paper within a matter of months.

AL

He served briefly as commercial manager of KXLO Lewistown before joining the New York sales staff of the Friedenberg Agency, station representative, in 1948. During the same year, he was named Chicago manager of both the representative firm and Marfree Advertising Corp., which was being set up at the time by his employer, Harry Friedenberg. By December 1949

(Continued on page 46)

beat

MARJORIE GREENBAUM and BOGART CARLAW, copy supervisors, appointed vice presidents of Foote, Cone & Belding, N. Y.

ROBERT KINSLEY, manager S. F. office Sawyer-Ferguson-Walker Co., and MILES TURPIN, manager of firm's L. A. office, named vice presidents.

WILLIAM H. WEINTRAUB & Co., Inc., N. Y., has announced that its media, accounting, radio and television time buying departments have moved to offices at 49 East 53rd Street and its research department to 270 Park Ave. Due to the expansion of agency business during the last six months of 1950.

JIM BURCH, secretary-treasurer King, Ackerman, Deckard & Burch Inc., Phoenix, to Vick Knight Inc., L. A., as copy chief and account executive.

GEORGE COLEMAN MARTIN and staff of Martin Adv. Agency merge with Buckley Organization, Phila. advertising firm. Mr. Martin will function as service director and will continue as executive on following accounts, formerly handled by his agency: Zippy Products Co. Inc., John Hohenadel Brewery Inc., Hanscom Brothers Inc., Plantation Chocolate Co. Inc., Mrs. Morrison's Products, and Raymond Rosen & Co. (Bendix Automatic Ironers Div.). No change in name or location of Buckley Organization.

PEYTON CARROLL, copy chief Dana Jones Co., L. A., to Ted H. Factor Agency, L. A., in same capacity.

MARFREE ADVERTISING Corp., N. Y. and Chicago, acquires A. Linn Addison Adv. Agency, Chicago, HARRY FRIEDENBERG, president Marfree, announced last week. Mr. Addison elected Marfree vice president and will supervise all space-advertising placed from Chicago office.

PETER DeBON, Sandvick-Saniford, S. F., to production department Guild, Bascom & Bonfigli, S. F.

JOEL McPHERSON, vice president traffic and sales Pan American Airways in charge of media advertising, to Geyer, Newell & Ganger, N.Y., as account executive.

LEW KASHUK & SON Adv. Co., N. Y., moves to larger quarters in Phillips-Jones Bldg., 1225 Broadway. Telephone Murray Hill 6-2523.

KURT FREIBERGER & Co., Denver, to membership in American Assn. of Advertising Agencies.

EDITH M. KNUTSEN and ARTHUR R. ROBERTS Jr. appointed vice presidents Christiansen Adv. Agency, Chicago. Miss Knutsen has been media director of agency since it was organized in 1944. Mr. Roberts was creative director.

CLARENCE HATCH Jr., executive vice president D. P. Brother & Co., Detroit, elected president of Detroit Television Round Table for 1951. Other officers elected were: ART FIELDEN, Campbell-Ewald Co., vice president; WALKER GRAHAM, Geyer, Newell & Ganger, treasurer; RYAN WHIRL, Campbell-Ewald Co., secretary. Board members: BILL RYAN, Free & Peters; RALPH HOTCHKISS, Maxon Inc.; N. A. CORBETT, RCA Victor Distributing Co.; CHARLES NUTTING, C. A. Nutting Sales Service; LEN LAMINS, WXYZ-TV Detroit; BILL WITHERELL, Video Films; BUD PEARSE, Weed & Co.

McNEILL & McCLEERY Adv., Hollywood, changes name to McNEILL, McCLEERY & CREAMER. C. R. CREAMER, account supervisor and firm member since 1946, is secretary-treasurer. KENNETH McNEILL president and JAMES McCLEERY vice president.

KATHLEEN A. OAKES to radio and TV department Ketchum, MacLeod & Grove Inc., Pittsburgh, as assistant to KATHERINE NEUMANN, star of *Kay's Kitchen* five-times-weekly program on WDTV (TV) Pittsburgh.

ON THE WASHINGTON SCENE

JIM GIBBONS' WMAL COUNTRY STORE

Sets all-time record in public response!

15,000 Needy Aided by enthusiastic support of Gibbons fans at Christmas

The National Capital Optimist Club (above) arrives at The Country Store with a train-shaped truck load of gifts and is greeted by Jim Gibbons (overalls). Each day the Country Store was run by a different club or school—was in operation from November 27-December 23. During that period more than 60,000 items were contributed by the many friends of Jim Gibbons in the Nation's Capital! Items were distributed to the needy by the Christmas Bureau of the United Community Services.

The Jim Gibbons Country Store was officially opened by (l to r) Tom Amatucci, builder of the Country Store; D. C. Commissioner John Russell Young; Jim Gibbons; Thornton Owens, Board of Trade President; and Al Renaudot, Kiwanis President. Jim Gibbons broadcast his "Town Clock" program (Mon. thru Sat., 6 to 9 am) from the Country Store each day.

Civil Service Commissioner James Mitchell presents over 3,000 cans of food to the Country Store on behalf of his agency. A total of 48,000 cans of food, 4,000 toys, 350 gallons of fuel oil, 500 loaves of bread, 3,000 pounds of meat was collected PLUS a live pig, a ton of coal, $2,960 in cash converted into food and Clothing—a tribute to the popularity of Jim Gibbons, and a Merry Christmas for thousands of needy Washingtonians!

WMAL-TV **WMAL** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

SPONSORS GET "PROMOTION *PLUS*"* ON WDSU

*OVER 5,000 LINES OF NEWSPAPER ADVERTISING EVERY WEEK, AIMED DIRECTLY AT NEW ORLEANS LISTENERS!

At WDSU, Promotion is an every day, every week, every month job. Sponsors get extra sales assistance from our powerful "Promotion Plus" merchandising.

NO OTHER NEW ORLEANS STATION OFFERS THIS PLUS TO SPONSORS!

● Write, wire or phone your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

new business

PHILIP MORRIS, N. Y. (Bond Street tobacco), looking for availabilities in four markets, Chicago, Boston, Washington and Philadelphia between 11 p.m. and midnight to place its transcribed program *Lonesome Gal*. Agency: Biow Co., N. Y.

ZIPPY PRODUCTS Co., L. A. (liquid starch, wall cleaner, detergent, dish washing), appoints W. B. Geissinger & Co., L. A., to direct national advertising. Spot radio and TV planned in key West Coast markets.

WEST END BREWING Co., Utica, N. Y. (Utica Club beer and ale) appoints Harry B. Cohen Agency, N. Y., to direct advertising, effective Feb. 1. Radio and TV spots will be used.

PARAMOUNT CITRUS Assn., San Fernando, Calif. (CAL-FAX frozen orange juice, lemonade), in late January starts for 13 weeks participation in live shows on Los Angeles TV stations. Estimated budget $20,000. Agency: Vick Knight Inc., L. A.

HOWARD CLOTHES, Brooklyn, N. Y., began sponsoring kinescope version of *Jimmy Powers Show*, on WPIX(TV) New York Jan. 3, for 13 weeks. Show will be carried on TV stations in Philadelphia, Syracuse, Boston, Chicago, and later in Providence, R. I. Agency: Peck Adv., N. Y.

LOS ANGELES Conservatory of Music & Arts appoints Vick Knight Inc., L. A., to handle advertising. Regional radio and TV contemplated. **Jim Burch** is account executive.

J. B. WILLIAMS Co. (Canada) Ltd., Montreal (shave cream), Jan. 1 starts spot announcement campaign on number of Canadian stations. Agency: J. Walter Thompson Co., Montreal.

GRACE BROS. BREWING Co., Santa Rosa, appoints Byrne and Gri Adv., S. F. TV will be used.

Network Accounts . . .

JOSEPH SCHLITZ BREWING Co., Milwaukee, renews *Halls of Ivy* NBC, 26 weeks from Jan. 3, Wed., 7-7:30 p.m. (CST). Agency: Young Rubicam, Chicago.

YAMI YOGURT Products Inc., L. A. (cultured milk), currently sponsoring three quarter-hours weekly of Fulton Lewis jr. news analysis seven Don Lee stations, Jan. 7 started *William Tusher in Hollywood* commentary on KGO San Francisco for 52 weeks. Agency: Hal Stebbins Inc., L. A.

CANADIAN WESTINGHOUSE Co., Hamilton, Ont. (receivers and appliances), Jan. 7 expanded Dominion network carrying *Don Wright Chorus* program to 48 stations, and extended time for five weeks April 29, Sun., 10:30-11 p.m. Agency: S. W. Caldwell Ltd., Toronto.

Adpeople . . .

HOWARD M. LIST, assistant advertising manager Kellogg Co. past three years, appointed advertising manager.

A. C. RAGNOW, vice president and Chicago manager Campbell-Mitt Inc., advertising agency, to Fairmont Foods Co., Omaha, as vice president in charge of merchandising.

THOMAS E. WARD, night radio editor Associated Press, Chicago, public relations staff U. S. Steel Corp., same city. Was newscas WEAW (FM) Evanston, Ill.

Now.. Two ways to reach the ears of PORTLAND YOUNGSTERS .. both on KEX

Want a huge juvenile audience in the big Pacific Northwest market? It's yours.. via economical participations.. in KEX's new Special Format for late afternoons.

Back from active duty with the Marines, Bob Amsberry again conducts the ever-popular "Squirrel Cage," 4:15-4:45 Monday through Saturday. Bob's voice characters.. "Gus the Goose" and "Gabby the Squirrel".. are known and loved by uncounted thousands of kids in the rich Portland area.

Then from 5:00 to 5:30 Monday through Saturday, there's the new "Merrie Circle" with Merrie Virginia.. the girl who scored such a sensational hit in the "Squirrel Cage" while Bob was in service.

Two sure-fire programs! **Double** opportunity for results! Get details from KEX or Free & Peters.

KEX

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Ludlam's Lodge

We call it "Sportsmen's Lodge," a regular niche on the sportsmen's listening post at 5:00 each Saturday afternoon. It's an authoritative program of hunting, fishing, resort and travel information reported by WRC's Outdoor Editor, Kennedy Ludlam.

Ken Ludlam's easy, wisely paced half hour includes late hunting and fishing news, supported by last minute long distance 'phone reports — they're standard outdoor bulletins for all outdoor men and women.

"Sportsmen's Lodge" may well become your sales avenue to this busy and wealthy sports market. Call WRC or National Spot Sales.

5:00 - 5:30 PM
EVERY SATURDAY

FIRST in WASHINGTON
WRC NBC
980 KC

feature of the week

PERSONAL greetings from 94 G.I.'s to their relatives in the Los Angeles area were simulcast on Christmas Day by KFI-AM-TV Los Angeles.

The station decided that one of the best gifts for those at home would be supplied by tape recorded messages from loved ones in Korea, Tokyo, Alaska, and Germany. These recordings were obtained during the month before the holiday and presented on Christmas day, the telecast being accompanied by a picture of each serviceman as his message was delivered.

Families of 79 of the servicemen phoned the station during the day to express their gratitude, and over 250 relatives and friends of the men expressed their appreciation by signing and presenting a scroll to Earle C. Anthony and George Whitney, KFI owner and manager, respectively. In addition to the broadcasts, individual recordings were sent to each serviceman's family.

Mrs. Thomas Learniham Sr. is presented a record of her son's greeting by Mr. Anthony (l) and Mr. Whitney.

* * *

strictly business

JERRY GLYNN

JERRY GLYNN enjoys his job and the radio business, and it shows. A smiling, personable salesman, Jerry likes people, believes sincerely in his product and knows his prospects. That's just part of his personal formula. Chicago manager of the Walker Co., station representative firm, for the past year, Jerry was elected a vice president last September.

Young but not youthful (he'll be 26 years old Feb. 13), Jerry has moved fast all his life, especially during his three years in radio. Son of a golf professional, who has "followed the sun" with golfing devotees all his life, Jerry was born in Biloxi, Miss., when his father was teaching golf there one winter.

Most of his youth and adolescence was spent commuting between Chicago, which was always maintained as headquarters for the family operation, and points southward in the wintertime. Twelve years ago his father bought a home in suburban Lake Forest, along Chicago's North Shore, where Jerry now lives with his parents and two younger brothers.

He entered the business of radio after graduation from Lake Forest College and a stint in the Navy. In 1943, following Navy training at the U. of South Carolina, Jerry was transferred to midshipman's school at Columbia U. in New York City. Just before he was to be graduated, he—alone among 1,200 trainees in the class—contracted scarlet fever. He missed graduation, spent six weeks staring at Long Island Sound from a hospital window and was shipped to Notre Dame U. There he completed midshipman training and was commissioned.

In Miami, at an anti-submarine warfare base, he was given sea training on Caribbean cruises aboard destroyer escorts and submarine chasers. Stationed as communications officer on an amphibious cargo ship which carried supplies and small landing craft, Jerry

(Continued on page 38)

Sir Robt. Bacon

Wyoming Valley's
"GRAND KNIGHT OF THE TURNTABLE"

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

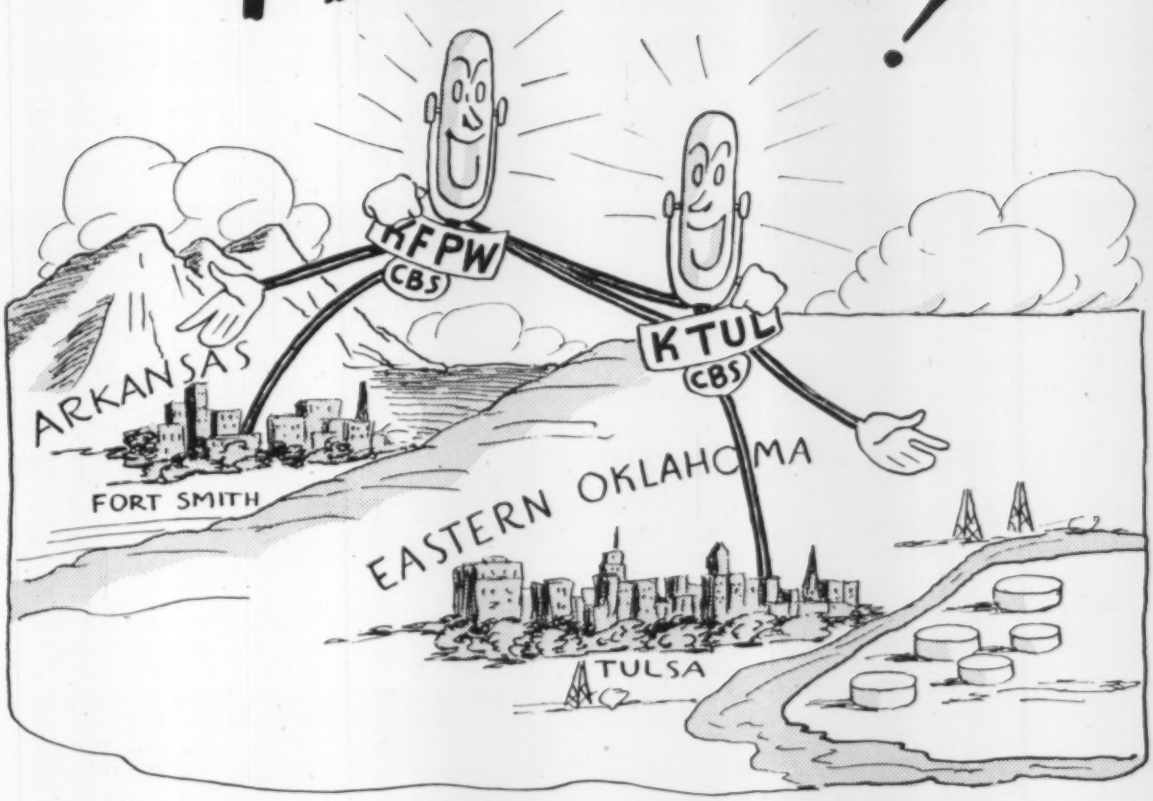
More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

There's no "Ham" in this Bacon. He makes sweet music for listeners and **Money for Advertisers.**

Write or call us for availabilities in Wyoming Valley's top disc show "Bacon for Breakfast."

PHONE WILKES-BARRE 3-3101
WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM NBC AFFILIATE

THIS IS IT!



IN ONE PACKAGE!

THE BILLION-DOLLAR MARKET OF EASTERN OKLAHOMA'S MAGIC EMPIRE—PLUS THE RICH PLUM OF ARKANSAS' WESTERN OZARK REGION!

★ **ONE OPERATION**

★ **ONE REPRESENTATIVE**
(AVERY-KNODEL, Inc.)

★ **ONE NETWORK** ⟶

★ **ONE BUY - THE BEST**

KTUL-KFPW

JOHN ESAU—Vice President-General Manager

AFFILIATED WITH KOMA, OKLAHOMA CITY

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

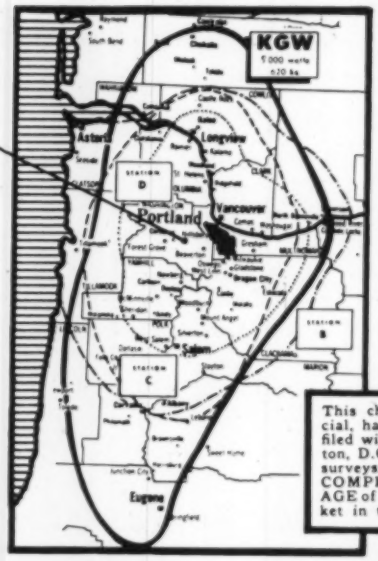
.....in the OREGON MARKET

For a full century Hillsboro, Oregon, has been a major producing, marketing and processing center. Today foods packed by Hillsboro plants are consumed throughout the world. A recent KGW Tour-Test, conducted with the cooperation of the Oregon State Motor Association, proved KGW's dominance of this market Haley Canning Company, one of the city's major packing plants, was visited by the Tour-Test. Above William Christensen (left) Hillsboro business figure, and Bill Watkins, Haley's president, examine with "Miss KGW" canned meat products destined for the U. S. armed services. Hillsboro's expanding economy is delivered through the COMPREHENSIVE COVERAGE of KGW

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power.* BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BROADCASTING
TELECASTING

Vol. 40, No. 2 WASHINGTON, D. C., JANUARY 8, 1951 $7.00 A YEAR—25c A COPY

RYAN ELECTED BAB PRESIDENT

Gets Leave From NAB

SEARCH for a president of national stature to direct expansion of Broadcast Advertising Bureau into a million-dollar agency culminated last week in election of William B. Ryan, NAB general manager.

Mr. Ryan was elected Thursday after a series of telephone talks among members of the board of directors of BAB Inc., headed by Robert D. Swezey, WDSU-TV New Orleans.

Even before all routine steps to complete the deal had been taken Friday, Mr. Ryan was working on plans to carry out the development of BAB into a competitive sales organization able to fight on even terms with the elaborate facilities maintained by newspapers, magazines and other media.

He will not take over the position formally until Feb. 1, following the winter meeting of the NAB board.

NAB President Justin Miller has granted Mr. Ryan leave of absence to accept the BAB position. The BAB presidential appointment carries a $36,000 starting salary under a three-year contract. He will receive $40,000 the second year and $50,000 the third year.

NAB Situation

What happens at NAB headquarters is not yet known. Judge Miller will continue as top policy executive of the industry trade association. It was thought at the weekend that any changes at NAB would await the Jan. 31 board meeting.

Hugh M. P. Higgins, present BAB director who was named last August, will continue in that post, along with his assistants, according to Mr. Ryan. A Washington assistant will be named to act administratively for Mr. Ryan during his absence from NAB headquarters.

Mr. Ryan expects to retain his Washington residence, in suburban Virginia, until the spring.

The BAB committee checked around the industry before making its presidential selection and found 100% support for Mr. Ryan. Originally the committee had thought in terms of a chairman of the board for BAB but had abandoned the idea some weeks ago. NBC and CBS gave the Ryan appointment their blessing.

Serving on the BAB committee and board with Mr. Swezey are William B. Quarton, WMT Cedar Rapids, Iowa; Charles C. Caley, WMBD Peoria, Ill.; Edgar Kobak, WTWA Thomson, Ga., and Allen M. Woodall, WDAK Columbus, Ga. The five committeemen are organizing directors of BAB Inc., successor to the original BAB. Additional directors are to be named as the reorganized BAB moves into high gear.

Mr. Ryan is charged with enforcing BAB board policies and immediately launching plans to meet the industry's demand for a broadened program of radio promotion. Remaining on the BAB staff with Mr. Higgins, it was indicated, will be Lee Hart and Meg Zahrt, assistant directors.

Commenting on the appointment, Judge Miller said: "Of course we are sorry to lose the fulltime services of Bill Ryan. The manner in which the association has progressed in recent months demonstrates his ability as an executive. I am sure he will demonstrate his abilities again, both as an organizer and a salesman, as head of BAB—a dynamic force in radio selling and promotion.

Joint Understanding

"I have agreed to a leave of absence with the understanding, in which he joins, that his withdrawal from fulltime NAB management would not adversely affect the future of the association."

Mr. Swezey, speaking on behalf of the BAB board, issued this statement:

"Many of us regard this assignment as the most important one in the industry at present, and we believe that Mr. Ryan's long experience in the field of radio sales and promotion, together with his demonstrated talent for organization and administration, eminently qualify him for the job.

"Initial steps have already been

(Continued on page 30)

WILLIAM B. RYAN, new president of BAB, made the following statement to BROADCASTING • TELECASTING:

I regard the BAB presidency as a terrific challenge. I have been keenly interested in BAB since its start. My professional career has been centered around radio and outdoor selling. I have spent a great deal of my professional life selling radio. I regard this as an opportunity to promote the best advertising medium in America and have complete confidence of radio's ability to retain that position.

Mr. RYAN

A strong trade association derives its strength from economic stability. In turn sales are the key to economic stability of its members. I look for development in BAB of direct sales tools and broad basic promotion of the medium, including education of advertising people not in broadcasting, who must be acquainted with the use and value of radio selling.

BAB will sell radio directly and intensively. It will promote radio's advantages at every possibly opportunity before groups and organizations whose members have advertising dollars to spend.

NBC SHELVES RATE CUT

Meetings Off

NBC LAST WEEK shelved its proposal to reduce nighttime radio rates in television markets after a majority of its affiliates had expressed opposition to the plan.

The network cancelled a meeting of the 48 affiliated stations that had been scheduled for Jan. 10 in New York to discuss the rate cut. A conference to be exclusively confined to the stations, arranged by a provisional station committee to precede the NBC meeting on Jan. 9, also was called off.

The decision to abandon the present effort to persuade affiliates to accept rate reductions was made on Sunday, Dec. 31. After NBC telegraphed the affected stations a notice of cancellation of its meeting, the provisional station committee followed suit with respect to the station-only conference it had arranged.

There was no indication, however, that the network had wavered from its basic belief that advertiser resistance to current radio rates in television areas must eventually force reductions.

No Immediate Action

Whether NBC had a timetable regarding a reopening of the question with its affiliates could not be learned. It was authoritatively felt, however, that the network probably would not make any immediate moves in that direction.

In an official announcement of the cancellation of its Jan. 10 affiliates meeting, NBC said it was the "consensus" of the 48 affiliates "that a reduction in network rates is untimely and unwarranted in view of the fact that network radio continues to offer advertising values greater than competing media, that recent changes in the national economic picture indicate that these values will increase in the period ahead, and that broadcast operating expenses are continuing to rise."

Joseph H. McConnell, NBC president, pointed out to BROADCASTING • TELECASTING that events occurring after the network first broached the rate cut to its affiliates had raised some questions as to the future patterns that the growth of television—the dominant factor in the radio rate reduction—would take.

He said that it was after NBC first made its proposal that President Truman declared a national

(Continued on page 28)

Y & R NAMES

Three New Vice Presidents

THREE Young & Rubicam Inc. executives last week were named vice presidents of the agency, according to an announcement by Sigurd S. Larmon, president.

Those named were Eldon E. Smith, manager of Y & R Los Angeles office and supervisor, Hunt Food Account; Edward A. Merrill Jr., manager of the San Francisco office; David Miller, member of the law firm of Engel, Judge, Miller & Sterling, New York legal counsel for agency. Mr. Miller was also named general counsel.

Mr. Smith first joined the agency in 1945 as merchandise man, and was named manager of the Los Angeles office in 1949. Mr. Merrill, San Francisco manager since 1948, first joined agency in 1931.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's been suffering from envious discontent ever since some contract folder's confessions ran in BROADCASTING • TELECASTING."

ADAM EXPLAINS

Why Pearson Was Dropped

AN OFFICIAL of Adam Hat Stores Inc. explained last week the action of his firm in dropping sponsorship of ABC Commentator Drew Pearson's Sunday night broadcasts on the network [BROADCASTING • TELECASTING, Jan. 1].

Charles V. Molesworth, president of the company, said the decision to terminate sponsorship was made last May, long in advance of Sen. Joseph McCarthy's (R-Wis.) attacks against the news columnist.

In explaining the Adam Stores' position, Mr. Molesworth said the firm would dispense altogther with network radio as an advertising medium. He said that throughout Mr. Pearson's broadcast series (contract runs from Sept. 2, 1949 to Feb. 18, 1951), the commentator enjoyed complete freedom of speech.

Mr. Molesworth pointed out that Mr. Pearson received notification of the contract cancellation as early as Nov. 15, 1950, and that since the controversy with Sen. McCarthy appeared in the press a month later, "it is . . . obviously impossible that Sen. McCarthy's attack upon Mr. Pearson and the requested boycott of Adam Hats could have had any influence whatever on our decision not to extend our radio contract with him."

He said his statement was designed to clarify confusion over motives behind the change in policy of Adam Hats. The executive said that although the firm was in disagreement with Mr. Pearson's views "on a number of occasions," the broadcasts were aired without company interference. Mr. Molesworth added the belief Mr. Pearson would continue on the air under another sponsor.

ABC has indicated Mr. Pearson's broadcasts will be continued, although the network has not announced detailed plans.

CBS STOCK

Options to Stanton, Ream

CBS has granted an option to buy 7,000 shares of its Class B stock to Frank Stanton, president, and an option to buy 3,000 shares of Class B stock to Joseph H. Ream, executive vice president, in consideration of "past efficient and exceptional services . . . and proven loyalty," according to information at the Securities & Exchange Commission.

In each case, the options continue until Dec. 8, 1957, unless the optionee dies or leaves the network. Par value of the stock was given as $2.50 per share, and the options may be exercised at the price of $24.75 per share, which is described as being "at least 85% of the fair market value on the date of granting of the options."

The action was taken by the CBS board of directors on Nov. 8, 1950, and the option agreements made on Dec. 8, 1950.

MILK DRIVE

Heavy Radio-TV Schedule

A MILK-EDUCATION campaign, utilizing radio-TV and newspapers, has been launched in the Washington, D. C. area by the Maryland & Virginia Milk Producers Assn. through Henry J. Kaufman & Assoc., Washington.

In order to clarify its position to the public in a hotly contested dispute over the milk regulation rules, the association had the agency prepare a concerted radio-TV-newspaper campaign which is now hammering home the group's points to thousands of District area residents. Initial effort came through local participation in the *Paul Whiteman Teen Club* on ABC-TV, followed by effective radio spot announcements. A series of 1,000-line ads in all four Washington newspapers supplemented the drive.

Started in December, the campaign is continuing to add impact, Kaufman reports.

NBC Signs Hope

BOB HOPE has been signed to an exclusive, long-term contract by NBC for both radio and TV. Terms for the contract were undisclosed. Mr. Hope currently is sponsored by Liggett & Myers (Chesterfield), Tuesday, 9-9:30 p.m. over NBC, and by Frigidaire Div. of General Motors for six performances on the Sunday, 8-9 p.m., *Comedy Hour*, over NBC-TV.

Plymouth Buys Packages

PLYMOUTH MOTOR Corp. (Div. of Chrysler Corp.), Detroit, for 1951 Plymouth cars, will sponsor one-time broadcasts of three CBS radio packages: *Harold Peary Show*, 9-9:30 p.m., Jan. 10; *The Line-Up*, 10-10:30 p.m., and *Songs for Sale*, 8:30-9 p.m., Jan. 12. The agency is N. W. Ayer & Son Inc., New York.

Ryan: BAB's Gain; NAB's Dilemma . . . . . AN EDITORIAL

ELECTION of NAB's general manager, William B. Ryan, to the presidency of radio's new business-getting organization—Broadcast Advertising Bureau Inc.—will be applauded generally throughout radio's ranks. It should be.

Mr. Ryan brings to BAB a rich background in radio selling. Even though it isn't generally known, he has guided the destinies of BAB from behind the scenes since he assumed his NAB post nine months ago.

The evolution of BAB management did not follow the course originally planned by the NAB board and its BAB Committee. There was to have been named, as chairman of the board, an outstanding personage in commerce and industry, after which a president was to have been selected. (Mr. Ryan had been considered for the post almost from the start.) The war emergency, however, found most of the figures under consideration for the honorary chairmanship unavailable.

In view of the exigencies, however, little appears to have been lost in altering the course. The next step is the selection of a powerful board of directors for BAB—representing all segments of radio. Every group that has a step in radio-selling—broadcasters (including the networks, of course), station representatives, radio manufacturers, transcription producers, suppliers—all should have a voice in its direction.

A year from April, BAB is slated to become 100% autonomous. It must have the wherewithal—something over a half-million dollars—to effectively cope with the competitive onslaughts of other media.

BAB's gain, poses for NAB a big question mark. Mr. Ryan brought a new confidence, stability and *esprit de corps* to NAB, which obviously was floundering rather aimlessly. Nominally, he will be on leave from NAB for a maximum of three years (though he can return on appropriate notice in the interim). But BAB is a full-time job if there ever was one.

NAB President Justin Miller leaves in early March for a prolonged UNESCO trip through South America. Mr. Ryan then will have left the NAB. The top command will be gone.

These are critical times. There are portents of all-out war. It is the worst possible time to leave NAB without a policy-directing head. Either President Miller should cancel his trip or Mr. Ryan should postpone his assumption of BAB's presidency. There isn't time left to train even an interim replacement for Mr. Ryan even if the logical course of selecting a senior department head is followed.

Events in radio have gained favorable momentum in the past few months. Ultimate emergence of BAB as an independent entity may be followed shortly by the crystallization of NAB-TV as a largely autonomous organization. Broadcasters and manufacturers are working in closer harmony than ever before.

Greatest diligence must be exercised at this juncture to avoid any loss of ground.

SPORTS BAN THREAT

Opposition Mounts

By J. FRANK BEATTY

OPPONENTS of broadcast and TV reporting of professional and collegiate sports events, seeking bans against play-by-play coverage as they enter negotiations during the next fortnight, face opposition from the public, highest university officials and many athletic directors.

At stake are the public's rights to educational and recreational programming as well as large numbers of commercial and sustaining radio-TV contracts involving millions of dollars.

As college athletic and coaching officials converged on Dallas for the annual meeting of the National Collegiate Athletic Assn., new support for the electronic media came from several nationally known universities enjoying high sports ranking.

While the situation was unpredictable at the weekend, there were indications from college sources that NCAA will run into trouble if an effort is made to impose a general ban on sports telecasts at a time when the actual impact of TV is still unknown, and 1950 attendance data are incomplete.

Moreover, colleges are known to be concerned over signs that overcommercialization of sports is starting to backfire.

Also offsetting opposition to TV at the coaching level were statements to BROADCASTING • TELECASTING by three high officials of leading universities. They were Raymond B. Allen, president of the U. of Washington, and Fred D. Fagg Jr., president of the U. of Southern California. In their support of TV they joined Father Theodore M. Hesburgh, C. S. C., executive vice president of Notre Dame.

West Coast Stand

These comments were made as athletic directors and coaches of West Coast conference schools headed toward Dallas with determination to ban telecasts of their football games.

Five of the larger NCAA conferences—Big Ten, Eastern, Southwestern, Southeastern and Pacific—have expressed, formally and informally, varying degrees of opposition to telecasting of games.

The Dallas sessions, including committee and all-inclusive meetings, will hear a report from the NCAA's TV Committee, headed by Tom Hamilton, athletic director, U. of Pittsburgh. Mr. Hamilton told BROADCASTING • TELECASTING Thursday the TV problem was "staggering." He wasn't sure that adequate facts were available at this time to reach a definite decision on telecasting of football and other college sports events.

A limited amount of research data on TV's impact on game attendance will be submitted to the NCAA. Preliminary reports will be submitted by National Opinion Research Center, commissioned by Mr. Hamilton's committee and the TV networks to analyze the TV sports situation. Paul B. Sheatsley, NORC eastern representative in New York, told BROADCASTING • TELECASTING he would submit a preliminary report to the NCAA TV Committee but explained that a written report could not be prepared before March or April.

Mr. Sheatsley said NORC has merely collected figures and analyzed them in a preliminary way, but added that it is extremely difficult to submit findings on which a categorical answer to the TV sports problem could be based. He plans to attend the Dallas meetings.

It is understood NORC will be unable to supply basis for an immediate decision by NCAA. NORC is said to feel that it should conduct an extensive nationwide public opinion survey if NCAA desires comprehensive material as a basis for deciding the future of sports telecasts in colleges.

In some localities, the NORC figures are said to indicate, TV hurts the gate. In others it obviously does not. Thus any attempt to reach a national decision runs into the local angles as well as the long-range thinking of university officials at the policy-making level.

Attending the Dallas meetings this week for NAB will be Robert K. Richards, public affairs director, and Dr. Kenneth H. Baker, research director. General Manager William B. Ryan may attend later in the week.

The professional baseball situation was at a standstill last week. George Trautman, president of the American Assn. of Professional Baseball Leagues, conferred Thursday with C. L. Jordan, executive vice president of N. W. Ayer & Son, advertising agency, on the agenda for a radio-TV conference scheduled in Columbus Jan. 15.

Representing minor leagues, Mr. Trautman's organization faces economic and personnel problems arising out of the war mobilization. The minor leagues have complained that nationwide broadcasting of major league games has drawn interest of fans from the minors. Major leagues also have been trying to work out a solution of the many-sided radio-TV problem, recognizing the promotional benefits of live sportscasting.

National League Meet

National League club owners meet Thursday in New York to discuss the broadcast-telecast problem and will attempt to work out a definite policy to meet minor league objection to widespread broadcasts.

Ford Frick, league president, said a central office to handle radio affairs is planned. He described broadcasts as a contributing factor in the decline in minor league attendance but said bad weather, the world situation and decline in purchasing power were important factors. Baseball's decline, he added, declined less than other sports.

Another late development in collegiate circles was announcement by Georgia School of Technology that it had signed its third annual contract with WSB-TV Atlanta for live telecasting of 1951 basketball games. Televising of games has developed an "amazing" interest in basketball in the Atlanta area, according to Roy Mundorf, assistant athletic director of Georgia Tech. The school telecast its football last fall.

President Fagg, of U. of Southern California, in commenting on sports telecasts, said:

We have televised football games for the past three years and last year prepared special half-time films on university educational and athletic activities. Undoubtedly television will become one of the greatest educational media yet devised by the human mind.

We are using television as a means of education, information and public relations. Through the generous cooperation of KFI-TV we are currently presenting a daily five-a-week "TV University" which covers cultural and scientific subjects in classroom fashion. Response has been gratifying. We are planning additional college-level programs on specific subjects and are contemplating offering academic credit throughout the extension division.

President Allen, of U. of Washington, said:

As to athletic events, audio broadcasting has long since established itself as a factor benefiting the public, the radio business and the colleges alike. Television, on the other hand, presents other problems.

In my opinion, however, these problems will eventually be worked out to the satisfaction of all. Even if not

(Continued on page 80)

'50 BILLINGS

Networks Near $184 Million

TOTAL gross billings for the four major radio networks in 1950 were $183,727,422, a decrease of 2.2% below the total for 1949, according to computations released last week.

By networks, total gross billings were:

ABC	$35,124,625
CBS	$71,000,000
MBS	$16,102,797
NBC	$61,500,000

The ABC and Mutual figures were compiled by the networks themselves. Figures for CBS and NBC were estimates based on Publishers Information Bureau figures.

The $183,727,422 total gross billings figures calculated last week were at only slight variance with BROADCASTING • TELECASTING's own estimates of $184,200,000 of total network gross business published in the Dec. 25, 1950, issue.

The ABC radio billings for 1950, $35,124,625, were estimated by BROADCASTING • TELECASTING at $35,500,000. ABC last week also reported gross television billings for 1950 of $6,470,510. BROADCASTING • TELECASTING had set the figure at $6,750,000.

ABC's radio billings for 1950 were $7,217,600 below the gross for 1949, but television billings rose $5,078,519 above the 1949 gross of $1,391,991.

The network's biggest customer in 1950 was General Mills Inc. which spent $4,910,766 on radio and $476,374 on TV.

Dancer-Fitzgerald-Sample, with gross billings of $5,381,248, and J. Walter Thompson, with $2,662,632, led agencies buying ABC radio time. Young & Rubicam, with $858,334 gross billings, and Dancer-Fitzgerald-Sample, with $590,409, were leading television buyers on ABC among agencies.

Foods Top

By industrial category, the Food & Food Products group led all others in buying ABC radio, spending $10,893,839 in 1950. Automobiles, Trucks & Accessories led in TV buyers, with $1,285,332 spent in 1950.

Mutual's 1950 gross billings were $1,968,898 below the $18,071,695 gross for 1949. BROADCASTING • TELECASTING estimated MBS' 1950 gross at $16,200,000.

Top advertiser on the network last year was Quaker Oats Co., with $1,365,937 expenditures. Leading agency buying Mutual time was J. Walter Thompson, with gross billings of $1,556,361.

By product category, the Food & Food Beverages group led in MBS time purchases, spending $4,194,196.

Neither CBS nor NBC releases billings. Those released by ABC and Mutual follow:

American Broadcasting Co.

AM Gross Billings by Months

Month	1950	1949
January	$3,454,221	$4,067,907
February	3,147,208	3,845,610
March	3,454,338	4,238,780
April	3,115,897	3,893,736
May	3,242,000	4,030,915
June	2,880,220	3,387,939
July	2,255,647	2,788,103
August	2,249,885	2,544,141
September	2,416,631	3,076,900
October	3,009,205	3,404,713
November	2,973,103	3,406,989
December	*2,926,270	3,656,492
TOTAL	*$35,124,625	$42,342,225

* Estimated

By Advertisers

	1950
General Mills Inc.	$4,910,766
Swift & Co.	2,696,534
Sterling Drug Inc.	2,312,512
Philip Morris & Co. Ltd. Inc	2,153,357
P. Lorillard Co.	1,942,056

(Continued on page 68)

IN REVIEW...

ZENITH'S NEW YEAR'S DAY entry into the race for the consumer dollar with Phonevision followed the starting formula: One for the money, two for the show, three to make ready and four to go.

Zenith had the money but it was not until about two weeks ago, that it had the "show"—feature movies with name stars, to be served as the bill of fare during the 90-day FCC-authorized experiment in Zenith's home town, Chicago.

Equipment and facilities, "ready" since last summer, were all set to go.

The debut, Jan. 1, found Chicagoans aflutter. Trade people and laymen alike wondered what the experiment would look like, as the films can be seen only in the 300 test homes and a few non-test homes of VIPs. The picture transmitted from the Zenith experimental station on Channel 2 is scrambled and can be decoded only on order of Phonevision-equipped homes.

PROGRAM FACTS

Phonevision: Pay-as-you-see-television.
Attraction: Name star movies to be offered to selected holders of experimental sets for $1 fee.
Presented by: Zenith Radio Corp.
Prod. Cost: Estimated by Zenith at over $500,000.
Number Families: 300.
Test Area: Lakview District, Chicago.
Films leased from: Paramount, Warner Bros., MGM, RKO and Eagle Lion.
Authorized by: FCC on 90-day experimental basis.

Film Quality

The caliber of films to be shown seems to be under the par set by Comdr. Eugene F. McDonald Jr. Zenith's aim, for the test at least, was to lease from movie producers first-run, top-flight films with name stars having the greatest boxoffice draw. Although the complete list of films has not been revealed, a sampling of the first two-weeks scheduled shows several oldies which were box office ringers. All have "name" stars, some in haphazard stories with mediocre production.

* * *

Comdr. McDONALD

BROADCASTING • TELECASTING's reporter caught a telecast of "Lost Honeymoon" on the 7 o'clock performance the third day. The film, produced by Eagle-Lion with Franchot Tone and Ann Richards, was a five-year-old weak comedy farce, on a bad film print. A Zenith repairman standing nearby commented that it was the worst print among the pictures shown thus far.

Despite a slight but constant flicker, the picture quality was fair and the sound excellent. Most of the scenes were close-ups and middle-shots, making the film readily adaptable for video presentation. If this was a consideration in selection of all the films, the movies will be more palatable than those crowded with mob scenes, chases through the desert or filled with detailed back and foregrounds.

Without regard to the question of licensing policy involved (see story page 58) the pay-as-you-see medium has the same basic appeal as all television. It offers a program that can be seen from a comfortable chair at home. But whether the slight superiority of the movies offered by Zenith for a fee over those to be seen free by any television set owner would make Phonevision a success seemed doubtful at this early stage of the demonstrations.

The fact that television program-

(Continued on page 79)

TUNING in the *Stork Club* on CBS-TV is not unlike walking sober into the midst of a midnight conversation in a saloon. The atmosphere is amiable, not to say maudlin and the talk, although in this instance apparently uninfluenced by drink, could not be fuzzier unless the participants had been hit on the head with a bung-starter.

The other night, Sherman Billingsley, the Stork Club proprietor and master of ceremonies on the show, steered his interview with New York Mayor Impellitteri into the kind of serious discussion that one is apt to encounter after the sixth Martini.

"I think," said Mr. Billingsley, "we should talk to the mayor about those bombs and things everybody is talking about."

The phrase that Mr. Billingsley was groping for, it turned out under diplomatic coaching by the mayor, was the atom bomb. Mr. Billingsley, set aright on his nomenclature, wanted the mayor's advice. Should Mr. Billingsley evacuate his family to the country?

The mayor said no, thus sparing Mr. Billingsley the tortures of existence outside his chromium redoubt.

Mr. Billingsley opened this particular program by presenting the mayor's wife with a check for $1,000, a donation to the Heart Fund, and Mrs. Impellitteri in turn presented Mr. Billingsley with a nosegay of compliments for his generosities. The modesty of this charitable transaction, carried on in view of however many people watch this program, was not among the memorable moments of television.

PROGRAM FACTS

Program: Stork Club, on 9 CBS-TV stations, Tuesday and Thursday, 7:45-8 p.m.
Sponsor: Liggett & Myers (Fatima cigarettes).
Agency: Cunningham & Walsh, John B. Tarleton, Acct. Exec.
Cast: Sherman Billingsley and guests.
Producer: Myron Dutton.
Director: Alex Thurn—Taxis.
Announcer: George Bryan.
Production Cost: Approximately $4,500 per show.

'. . . Where The Elite Meet'

The program is said to be telecast from the Stork Club's Cub Room, a sanctuary to which only Mr. Billingsley's elite — Walter Winchell, stray debutantes, retired prize fighters—are admitted. Mr. Billingsley is revealed at conversation with his leading guest. On the program under inspection his guests included the mayor and his wife and Arthur Godfrey.

Mr. Godfrey's contributions were two. He read a poem written by a soldier in Korea (in keeping with the apparent determination to prove that serious things are settled in the Cub Room), and he carried on a chiding banter with Mr. Billingsley over the brands of cigarettes that sponsor the two.

Mr. Godfrey spoke favorably of Chesterfields, which are manufactured by Liggett & Myers, who also makes Fatimas, which sponsors Mr. Billingsley. Mr. Billingsley spoke well of Fatimas, and lighted several for guests, using Stork Club matches he tore from an oversize pack large enough to set fire to the Hudson River.

Billing Problem

In this performance, the Stork Club, a name emblazoned on the match cover, got top billing over Fatima, which pays the bill for the show.

No one is getting much out of this program, except Mr. Billingsley.

* * *

Mr. BILLINGSLEY

DEFENSE PROCUREMENT

Realignments Set

REALIGNMENT of the government's production allocation structure to assure a speedier and more orderly flow of electronics and other equipment into defense channels highlighted last week's national developments, including these:

● Creation of a Defense Production Administration, with William H. Harrison placed in charge of directing and coordinating the entire production phase of mobilization.

● Split of electronics and communications into two divisions under the National Production Authority.

● Appointment of Manly Fleischmann, NPA general counsel, as new administrator of the production authority, which would continue as an operating agency within the Dept. of Commerce.

The new production agency (DPA) and Gen. Harrison, who retains his present jurisdiction over allocations, priorities and requisitioning of materials, will function within the framework of the Office of Defense Mobilization, headed by Charles E. Wilson, former head of General Electric Co.

At the same time, a Defense Mobilization Board was created to comprise NSRB Chairman W. Stuart Symington, who formerly discharged duties of the mobilization director, and secretaries or chairmen of the various government agencies and departments.

Before President Truman announced creation of the new production agency, the NPA revealed that it had split up its old-line electronics-communications section into two divisions—the former to exercise duties relating to radio-television, radar and all electronics components; the other to deal with common carrier, telegraph, plant, wire, switchboard and other facilities.

John G. Daley is acting director of electronics, with Donald S. Parris as deputy director. Gen. Calvert H. Arnold of the Signal Corps heads up the communications division.

Both divisions, which function under the NPA's Industry Operations Bureau and H. B. McCoy, assistant administrator, plan to add personnel to man desks devoted to all phases of electronics and communications. Separation took place Dec. 27. Some of the IOB functions shift with Gen. Harrison.

When the electronics division finally materializes in full force, with radio-TV specialists, it will crystallize as a full-fledged factor in the whole vast production picture.

Present Duties

Already the division makes recommendations on (1) appeals for adjustments received from end product and component parts manufacturers on limitation orders involving cobalt, copper and aluminum; (2) loans requested by electronics firms, and (3) "necessity certificates" governing plant expansion and requests for tax amortization.

Functions of the electronics division are these:

(1) To analyze supply and demand for essential materials and make recommendations as to electronics allocations; (2) determine productive capacity of critical industries and urge measures to increase capacity; (3) formulate allocation and conservation orders; (4) administer appropriate orders; (5) direct flow of critical materials; (6) schedule production and delivery of materials, components and end products; (7) direct utilization of facilities and maintain schedules; (8) study and urge conservation measures.

It is understood that as many as 200 electronics firms have appealed orders which would cut back consumption of metals used in civilian radio-TV equipment.

It was learned last week that RCA had appealed limitations on copper on grounds that a shortage of the scarce metal would force layoffs throughout five of its plants for a period of ten days or two weeks because of the lack of actual defense orders to fill the gap.

RCA's presentation stressed the inter-relation of production units using copper at its plants and action the company had taken to conserve materials, as well as the need for maintaining a normal working force in those cities in which plants are located. RCA's case was described as "strong" and it was understood that NPA would tender some relief from copper limitations. The metal was cut back 15% for each of January and February and 20% during March.

Requirements for different industry groups, under current procedure, are submitted by so-called "claimant" agencies who report their recommendations respecting materials and facilities to the Secretary of Commerce. The FCC Chairman is such a claimant for "government and private communications facilities," not including the military, it was revealed.

To Get Materials

Assurance also was given last week that capacitor and resistor makers would be given all possible materials to keep flow of electronics equipment moving. This was indicated by Mr. Parris.

At the same time the Transmitter Div. of Radio-Television Mfrs. Assn. is slated to meet this week with government officials to discuss that phase of production. Members of the committee, comprising such firms as General Electric Co., Westinghouse Electric Corp., DuMont Labs and others, met informally last Thursday to review the situation.

One report foreboding "drastic" reduction in TV output confused industry officials last week, but it was quickly clarified.

Asked whether the television industry was slated for all-out "induction" to meet military needs, John Small, chairman of the Munitions Board, stated that the industry could expect sharp curtailment. He later explained the government had not "ordered" the cutbacks, but that curtailment would result inevitably from metal shortages and felt there would be no complete stoppage of civilian TV output.

Military Procurement

Under last week's agency realignment, the board will continue to handle military procurement. The board has been criticized for lagging in placing defense orders.

Possibly the most dire situation confronting the industry is that stemming from the short supply of cobalt, used in radio-TV magnet loudspeakers. NPA already has directed that manufacturers must obtain its approval for orders of the commodity after Feb. 1 [BROADCASTING • TELECASTING, Jan. 1]. The order permits firms to consume roughly one-third of the January 1950 amount after Feb. 1. Amount distributed during January will be in proportion to the amount received during the base period, Jan.-June 1950.

Officials said NPA will consider appeals for adjustment of supplies if limitations work an "undue or exceptional hardship . . . not suffered generally by others in the same industry," and added it would study appeals in light of requirements for "public health and safety, civilian defense, and dislocation of labor and resulting unemployment that would impair defense."

Directive also prohibits certain uses and limits inventories to a 30-day supply "or a minimum practicable working inventory, whichever is smaller." Restriction also is placed on use for pigments of more than 50 lbs. in any three-month period after Feb. 1. Purchasers must obtain authorization from NPA by filing on Forms NPAF-15-16 not later than the 15th day of month preceding period of desired delivery, and submit to suppliers.

WATTS NAMED

Gets High Defense Post

WALTER W. WATTS, vice president in charge of the Engineering Products Dept. of RCA Victor Division, was named last week to serve as one of the principal assistants to Maj. Gen. William H. Harrison in his new post as head of the Defense Production Administration.

Mr. Watts

Mr. Watts, who served as a colonel under Gen. Harrison in the Signal Corps procurement and distribution service in World War II, is slated to report for duty today (Monday). His exact assignment had not been clearly defined late last week.

During World War II he served as commanding officer of the Signal Corps distribution agency, and as Signal Corps procurement director. Gen. Harrison was director of the procurement and distribution service in the Office of Chief Signal Officer.

Mr. Watts was granted a leave of absence from RCA to accept the defense role. Selection of his interim successor is expected to be announced shortly.

Mr. Watts, formerly sales manager of RCA Victor, was elected vice president in charge of the department in July 1946. He previously was mail order sales manager for radio and electronic equipment for Montgomery Ward & Co., and, before that, vice president of Wincharger Corp.

BAB FOLDERS

First 1951 Series Ready

BAB's first 1951 series of direct mail folders, designed to aid member stations sell more radio advertising to retail prospects, are now ready to be shipped, it was announced last week.

Seven folders, which can be mailed in series to prospects, list sales points which are bolstered by 23 radio success stories from department stores, automobile dealers, grocery stores, breweries, farm machinery dealers, drug stores, show stores, banks, lumber dealers and furniture stores. No mention is made on the folders of BAB so that station imprinting turns them into individual station promotion.

Orders will be filled on a first-come, first-served basis in each market, it was announced. Price for 100 copies of each of the seven folders is $28, making the cost per 100 mailings $4.

KENWAY RESIGNS

Leaves ABC for UCPA Post

IVOR KENWAY, ABC vice president in charge of new business, last week resigned his position to temporarily become public relations consultant of United Cerebral Palsy Assn. He will assist Karl K. Van Meter, UCPA executive director, in organizing a public relations advisory committee and a citizen's advisory committee.

Mr. Kenway

Mr. Kenway joined the Blue Network in 1944, after 21 years with the Devoe & Reynolds Paint Co., New York. Later in 1944 he was appointed advertising manager of the Blue Network. After becoming director of advertising and promotion subsequently, in 1948 Mr. Kenway was elected vice president in charge of advertising, promotion and research. He became vice president in charge of new business in 1949.

An Independent Druggist Gives His Advertising Formula . . .

Toller's Success Is Built On Consistent Radio Use

AN INDEPENDENT druggist in Sioux City has built the "largest prescription business in Iowa" on a consistent schedule of radio newscasts.

Adolph J. Toller, who in 1911 formed the drug company that bears his name, has confounded his competitors—notably two well known chain store organizations—by adhering for the past eight years to the simple advertising formula of telling the news, and *incidentally* pointing up his belief, via short professional-type commercials, that "the heart of any drug store is its prescription service."

Long before he purchased his first spot announcement on KSCJ Sioux City in 1941, Mr. Toller was conscious that pure pharmacy was one of the most valuable services to mankind. But the formal newspaper cards he employed to tell his "professional" story for 30 years failed to attract the patronage he had hoped for.

Three years of radio put him "over the top" to such a degree that Mr. Toller broadened his whole promotional structure in 1944, and the newspaper that formerly carried his cards, with an occasional merchandise ad, soon counted Toller Drug Co. as one of its largest accounts. Radio, however, has the major share of Toller's advertising budget—more than 1½% of its total sales volume.

Toller Opens First Store At Age of 23

Adolph Toller was 23 when he opened his first store at the corner of West Third and George Sts. 39 years ago. He took in $7 his first day. Within four years his reputation for "prescription perfection" had grown to the point where he needed larger quarters, so he opened the first unit of what is today one of Iowa's most modern retail establishments, at the downtown corner of Sixth and Pierce Sts. Thirteen years later, he opened a "Hospital Store" at Twenty-first and Court Sts., near St. Joseph's Hospital, and in 1935 Toller's expanded to a third location at Fourth and Court Sts. Each of these establishments upheld Adolph Toller's reputation for "precision-made medicine," but none was departmentalized and glamorized on a scale to compare with the stores of Toller's radio era.

With the exception of special events promotion on KCOM Sioux City, all of the company's radio appropriation for 10 years has gone to KSCJ. In 1941, a daily announcement was carried in the morning on KSCJ's *Town Crier*, a musical clock show running from 6 to 8:30 a.m. The following year a second announcement was added, and in 1943 the first of Toller's uninterrupted string of newscasts was aired. It was a quarter-hour schedule, daily except Sunday, from 8 to 8:15 a.m.

When KSCJ became affiliated with CBS in June of 1945, the company added CBS' *News of America* but retained its quarter-hour period of local and regional news. Toller's 8 to 8:30 a.m. *Newstime* still is on the air, Monday through Saturday, and since 1944 the company has purchased more than 1,000 spots yearly on KSCJ. In addition there were sponsorships of a half hour Christmas Day program in 1945; four nights of Golden Gloves fights in 1946; a *Homemaker Harmonies* series from October 1949 to February 1950, Monday through Friday 2 to 2:15 p.m.—all on KSCJ.

Mr. Toller

Toller's consistent schedules on KSCJ and frequent "specials" on KCOM lead the company regularly to reach its goal of $10,000 worth of Rexall products sold monthly. Last fall returns from its "One-cent Sale" showed a 40% increase over the 1949 event. On a recent week-end 1,600 pounds of peanut brittle were sold after a radio campaign. Another week-end special moved 288 electric irons at $10.95 each, and a third, 20,000 jonquils at 49 cents a dozen.

Toller's "Starlight Room" at the headquarters store is one of Sioux City's finest restaurants, attracting trade from nearby hotels with the quality of its food. No luncheonette, it is equipped to turn out a full course dinner, including aged steak, at $4 each. The average number of diners in the "Starlight Room" is 5,000 daily.

Has Own Facilities For Food Production

Home-made ice cream and bakery goods are featured at all of Toller's stores. These products are turned out in the 10,000 sq. ft. lower level of the main store, where modern meat cutting and storage facilities, photo finishing equipment, and a well-ordered stockroom also are maintained.

To keep up his excellent prescription service, Mr. Toller has 15 registered pharmacists on duty in his stores on a normal day. Typing of prescriptions is a fulltime job for one of the Toller office girls.

Toller spot announcements are

(Continued on page 39)

* * *

The prescription department—first thing a customer sees on entering a Toller store.

FCC ANNUAL REPORT

Administrative Burdens Mount

SPREAD of AM stations into the non-metropolitan markets with licenses passing the 2,000 mark for the first time, increase in licensed FM stations despite further drop in total FM authorizations, and continued high interest in television were highlights of FCC's 16th annual report to Congress, released yesterday (Sunday).

Fiscal 1950 (July 1, 1949 to June 30, 1950) saw a levelling off of broadcast activity, the report indicated, as compared to a 19% drop of applications in fiscal 1949 over the preceeding year [BROADCASTING • TELECASTING, Jan. 16, 1950].

Increase of Other Problems

Because of simplified procedures and reorganization the Commission continued to reduce its backlog, the report explained. However, because of lengthy policy proceedings such as the TV reallocation hearing, some hearing cases and other activities were delayed, while lack of sufficient budget curtailed some technical research projects and certain other work, the report noted.

Television interference cases, monitoring, inspection and investigation work increased during the year, the report said, but fewer broadcast technical discrepancies "indicated a somewhat higher degree of compliance with the Commission's requirements."

AM-FM-TV revenues hit a new peak in 1949 although not quite as high as preliminary guesses had expected [BROADCASTING • TELECASTING, Dec. 4, 1950].

Here's how the report sketched the history of fiscal 1950:

The broadcast year witnessed mounting interest in television, a further slackening of FM authorizations and applications, but a continued growth of AM facilities, particularly in the smaller communities. Authorized AM, FM, and TV commercial broadcast stations totaled 3,144 at the close of the fiscal year, which was only 17 more than the year previous. However, the number of licensed stations rose to 2,658, an increase of 305. On June 30, 1950, there were 351 TV, 277 AM and 17 FM applications on file for new stations. The number of broadcast receivers was approaching 81,000,000.

The aggregate revenues of the aural and television broadcast industries reached $450,000,000 in 1949 or 8% above 1948. TV revenues were $34,300,000, or almost four times the 1948 amount. Despite this tremendous increase in TV revenues, however, aural broadcast industry revenues rose to about $415,000,000 or about 2% above 1948. Aggregate aural and TV income (before Federal income tax) dropped to $27,300,000 in 1949, or 41% below the preceding year largely as a result of the $25,300,000 loss sustained by the television industry.

Hearings on color TV proposals consumed 62 days between September 1949 and May 1950, during which nearly 10,000 pages of testimony was taken and nearly 300 exhibits were introduced. This was the first phase in the Commission's TV proceeding, announced July 11, 1949, looking towards new standards to curb interference, providing additional channels, and consideration of color. Decision on the color issue was pending at the close of the year.

Despite the attendant "freeze" on new TV station construction, there were 109 previously authorized TV stations at the year's end, of which number 47 were licensed. Altogether, 106 TV stations were on the air serving 64 cities and metropolitan areas, as compared with 71 stations serving 42 cities the year previous. An estimated 7,000,000 TV receivers were in the hands of the public. More than 200 experimental TV stations were functioning, including nearly 160 auxiliary TV broadcast stations.

For the first time the number of licensed AM stations passed the 2,000 mark. They totaled 2,118, or 155 more than in 1949. AM authorizations mounted to 2,303, an increase of 103 during the year. Most of this AM expansion took place in nonmetropolitan districts, particularly in communities which previously had no local AM outlets. Decision in the clear channel proceeding was held in abeyance because of negotiations for a new North American regional broadcasting agreement.

Despite deletions which reduced FM broadcast authorizations from 865 to 732, the year closed with 493 licensed FM stations, a gain of 116. The number of FM stations on the air decreased by 46, leaving 691 in operation. However, FM programs remained available over most of the eastern half of the United States, over most of the west coast area, and in a number of cities and adjacent rural areas in the West. FM audiences were using approximately 5,500,000 receivers. A few FM stations provided facsimile service during the year.

Due, in part, to the economies of low-power operation, noncommercial educational FM broadcast stations grew from 58 to 82. During the year the Commission set aside a channel in this service for the United Nations headquarters in New York.

International broadcast stations, which operate under the auspices of the Department of State, increased from 37 to 40.

Miscellaneous auxiliary broadcast services (remote pickup, studio transmitter, and developmental) accounted for 1,038 additional authorizations, or 416 more than the year previous.

As of June 30, 1950, the report stated, there was a total of 4,510 broadcasting authorizations outstanding, an increase of 425 over the previous year. For a comparative breakdown, see Table I.

Texas leads all states in the total number of station authorizations, the report said, according to a report dated June 7, 1950 [BROADCASTING • TELECASTING, June 12, 1950]. Texas had 222 AM-FM-TV authorizations while California came second with 219. Pennsylvania had the most FM stations—67, while California had 65 and New York 62. New York, Ohio and California led the TV list with 13, 12 and 11 stations respectively. For state by state breakdown see Table II. For leading city breakdown see Table III.

The more than 3,100 commercial AM, FM and TV stations authorized at the close of fiscal 1950 were distributed throughout nearly 1,300 communities of the U. S. and its possessions, the report stated. All but 20 communities had at least one authorized AM station. The 20 had FM authorizations only. Total of 384 communities had one or more FM authorizations while

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TABLE I

Authorizations

Class of broadcast station	June 30, 1949	June 30, 1950	Increase or decrease
Standard (AM)	2,179	2,303	124
Frequency modulation (FM)	865	732	(-133)
Television (TV)	117	109	(-8)
Television (experimental)	205	206	1
Noncommercial educational (FM)	58	82	24
Facsimile	2	[1] 0	[1](-2)
International	37	40	3
Remote pickup	580	1,003	423
Studio transmitter (ST)	28	29	1
Developmental	14	6	(-8)
Total	4,085	4,510	425

[1] Commercial facsimile broadcasting is now authorized over FM broadcast facilities.

TABLE II

Broadcast authorizations by States

	AM	FM Comm.	FM Ed.	TV	Total
Alabama	71	14	1	2	88
Arizona	25	0	2	1	28
Arkansas	34	7	0	0	41
California	143	58	7	[1] 11	219
Colorado	35	3	0	0	38
Connecticut	27	11	0	1	39
Delaware	5	3	0	1	9
Dist. of Columbia	7	8	0	4	19
Florida	75	21	1	3	100
Georgia	76	22	1	3	102
Idaho	22	3	0	0	25
Illinois	74	46	5	5	130
Indiana	45	20	6	2	73
Iowa	52	20	2	2	76
Kansas	39	6	1	0	46
Kentucky	43	12	3	2	60
Louisiana	42	16	2	1	61
Maine	16	2	0	0	18
Maryland	22	18	0	3	43
Massachusetts	51	28	2	2	83
Michigan	63	25	4	6	98
Minnesota	49	10	2	2	63
Mississippi	43	5	1	0	49
Missouri	51	15	2	2	70
Montana	25	0	0	0	25
Nebraska	22	3	0	2	27
Nevada	10	1	0	0	11
New Hampshire	12	4	0	0	16
New Jersey	20	13	2	1	36
New Mexico	25	0	1	1	27
New York	95	56	6	13	170
North Carolina	93	42	2	2	139
North Dakota	14	0	0	0	14
Ohio	69	45	6	12	132
Oklahoma	46	10	3	2	61
Oregon	43	8	2	0	53
Pennsylvania	111	63	4	7	185
Rhode Island	11	5	1	1	18
South Carolina	42	11	0	0	53
South Dakota	14	1	0	0	15
Tennessee	57	13	1	2	73
Texas	183	29	4	6	222
Utah	18	3	1	2	24
Vermont	9	0	0	0	9
Virginia	57	20	0	2	79
Washington	53	7	1	1	62
West Virginia	38	15	0	1	54
Wisconsin	55	18	6	1	80
Wyoming	13	0	0	0	13
Alaska	10	0	0	0	10
Hawaii	12	0	0	0	12
Puerto Rico	25	0	0	0	25
Virgin Islands	3	0	0	0	3
Grand Totals	2,295	740	82	109	3,226

[1] Includes 1 experimental authorization operating on commercial basis.

TABLE III

Broadcast Authorizations by Cities With 10 or More Stations

	AM	FM Comm.	FM Ed.	TV	Total
New York	14	14	1	6	35
Chicago	16	13	1	4	34
Los Angeles	13	7	1	[1] 7	28
Philadelphia	10	8	1	3	22
San Francisco	8	8	1	3	20
Washington	7	8	0	4	19
Boston	8	6	2	2	18
Minneapolis-St. Paul	10	4	2	2	18
New Orleans	10	6	1	1	18
Baltimore	6	8	0	3	17
Pittsburgh	7	8	1	1	17
Atlanta	7	5	1	3	16
Cleveland	7	5	1	3	16
Detroit	5	6	1	3	15
Portland (Oreg.)	10	5	0	0	15
Dallas	6	5	1	2	14
Louisville	7	3	2	2	14
Seattle	9	4	0	1	14
Columbus	4	5	1	3	13
Houston	8	3	1	1	13
Madison (Wis.)	4	4	5	0	13
Providence	7	4	1	1	13
San Antonio	8	3	0	2	13
Cincinnati	5	4	0	3	12
Jacksonville	7	3	0	2	12
Miami	6	4	1	1	12
Birmingham	7	2	0	2	11
Buffalo	6	4	0	1	11
Oklahoma City	7	3	0	1	11
Richmond	6	4	0	1	11
Denver	7	3	0	0	10
Des Moines	6	4	0	0	10
Milwaukee	7	2	0	1	10
St. Louis	7	1	1	1	10
Syracuse	5	2	1	2	10
Tulsa	6	2	1	1	10

[1] Includes 1 experimental authorization operating on commercial basis.

TABLE IV

Broadcast Applications

AM Applications

	Pending June 30, 1949	Received	Disposed	Pending June 30, 1950
New stations	382	242	347	277
Ch. in facilities	293	266	304	255
Renewals	201	743	706	238
License	92	381	400	73
Transfers	103	381	417	67
Miscellaneous	115	836	877	74
Total	1,186	2,849	3,051	984

FM Applications

New stations	65	16	64	17
Ch. in facilities	50	119	135	34
Renewals	21	154	150	25
License	89	139	188	40
Transfers	15	85	90	10
Miscellaneous	26	540	551	15
Total	266	1,053	1,178	141

TV Applications

New stations	338	28	15	351
Ch. in facilities	14	26	23	17
Renewals	2	23	16	9
License	9	36	34	11
Transfers	10	15	22	3
Miscellaneous	13	179	186	6
Total	386	307	296	397

Assignments and Transfers

AM	103	381	417	67
FM	15	85	90	10
TV	10	15	22	3
Other	40	85	94	31
Total	168	566	623	111

Total Application [1]

New stations	932	914	1,141	705
Ch. in facilities	370	552	608	314
Renewals	305	1,402	1,179	528
License	223	1,074	1,092	205
Transfers	168	566	623	111
Miscellaneous	158	1,723	1,769	112
Total	2,156	6,231	6,412	1,975

[1] Includes noncommercial educational, facsimile, international, relay and studio link, experimental and developmental stations not detailed above.

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66 cities had TV authorizations.

In addition, there were 35 AM and 82 FM stations engaged in or planning noncommercial operation with 16 of this group in communities having no commercial outlet.

Of the 732 commercial FM outlets authorized at the end of the fiscal year, 598 or 81.7% were authorized to licensees of AM stations in the same area, the report showed.

During fiscal 1950, AM stations continued to expand in the small and medium sized metropolitan communities. This growth, since Oct. 8, 1945, when FCC resumed peacetime licensing, is depicted in Table V.

Distribution of AM and FM stations according to community size is given in Table VI.

There were 251 deletions of station authorizations during the fiscal year, the report said, of which 70 were AM, 173 FM and 8 TV.

The Commission bit further into its backlog of pending applications, the report indicated, processing more requests during the year than the total of new bids it received. Breakdown is given in Table VI on page 21.

Competition for Attention

Broadcasters may better understand from the report the competition for FCC's attention which their affairs must face from multiple non-broadcast interests, particularly with the growth of new non-broadcast services. The Commission told Congress that "while broadcasting continued to attract the popular interest, developments in other fields of radio had equal, if not greater, public impact."

Particularly inviting the Congress' attention to the "little publicized yet highly important developments in the non-broadcast field," FCC noted that here "new and augmented services have a material public impact in utilizing radio for the protection of life and property, as adjuncts to commerce and industry, and in furthering common carrier telephone and telegraph service."

The burden upon FCC to act in the public interest was indicated to be increasing as frequency demands continued from all quarters to far exceed the available spectrum, while defense, legislative and other regulatory and administrative problems mounted.

FCC illustrated its position thus:

The numerical extent of the Commission's supervisory and regulatory field is exemplified in the fact that, as of June 30, 1950, its records showed more than 775,000 licenses and other authorizations outstanding. This represents a net increase of about 75,000 during the year. Not included in the above total are associated portable and mobile radio transmitters, which alone exceeded 220,000.

In the radio field there were nearly 35 times as many nonbroadcast authorizations as broadcast authorizations. In round figures, these groups numbered 155,000 and 4,500 authorizations respectively. Radio operator authorizations rose to 615,000, an increase of 52,000 during the year.

In the same period the Commission received more than 220,000 applications of all kinds. Of this number, nearly 150,000 concerned radio operators, and there were about 63,000 nonbroadcast applications as compared with 6,200 dealing with broadcast. Common carrier applications numbered 3,600. In addition, common carriers filed some 23,500 tariffs and reports requiring Commission attention.

There were 595 cases on the Commission docket at the close of the year, or 60 less than for the previous year. About 90% of these hearing cases concerned broadcast.

* * *

The expanded use of radio in general, and increased television operation in particular, has deluged the Commission with interference complaints. Some of these cases may be resolved in a manner of minutes or hours, but many require days, even weeks, for their solution.

* * *

In the Federal courts were 32 cases which involved the Commission. Of these, nine were decided in favor of the Commission, two others were reversed or remanded to the Commission, six were dismissed by agreement, and 15 remained in litigation.

* * *

Monitoring operations resulted in the serving of nearly 10,000 violation notices, handling over 100 requests for assistance involving lost or disabled aircraft, and helping trace sources of interference.

During the year the field staff handled more than 8,600 investigative complaints and closed down 149 illegal radio operations. Inspection of nearly 2,000 broadcast stations revealed more than 1,100 technical discrepancies. Over 10,000 ship station inspections showed more than 8,900 discrepancies. Nearly 13,000 other nonbroadcast radio station inspections resulted in about 3,700 deficiencies being cited.

The engineering field staff also gave examinations to radio operators, and as a result, granted more than 100,000 operator authorizations of all classes.

In addition, it engaged in 128 technical engineering projects for the Commission and other Government agencies.

* * *

During the year, the Commission assisted in the U. S. preparation and participation in 19 international meetings and conferences having to do with all types of electrical communication media. At the close of the year, it was preparing for 24 additional international sessions. It also made extensive changes in its frequency records and system of notifying the International Telecommunications Union at Geneva.

The Commission handled nearly 400 cases of international interference, and prepared approximately 3,000 reports of treaty infractions for transmittal to nearly 150 foreign countries.

* * *

Nearly 1,200,000 pieces of correspondence in the form of letters, telegrams, etc., were received or handled . . . about 860,000 involved receipt and distribution of incoming messages, while outgoing messages exceeded 332,000.

Mimeographed public notices, orders, decisions, and opinions issued during the same period required about 521,200 stencils, 7,550,000 sheets of paper, and 11,367,000 impressions.

At the end of fiscal 1950, FCC's staff totaled 1,285, which was a reduction of 55 during the year.

To expedite its administrative duties the Commission noted in its report that staff reorganization along functional lines was undertaken (broadcast group is yet to be reformed) while special legal and technical assistants were assigned to the Commissioners, now the Office of Formal Hearing Assistants. In certain areas application forms and other paper work were simplified while rules changes effected additional simplification of formal procedures for FCC and applicants alike.

A continued problem respecting amateur operation and TV reception in outlying areas was noted in the report:

Interference to the reception of television broadcasts continued to be of concern to many amateur licensees in areas served by TV stations and a serious problem to many amateurs located outside the normal service areas of TV stations who are faced with the problem of trying to reduce or eliminate such interference where the owners of TV receivers are using them to receive weak signal programs not intended for their locality and beyond the normal range for which television receivers are designed.

The challenge to reduce radiation of harmonics and other spurious emissions which results in interfernce to TV receivers has been successfully met by many amateurs. However, the Commission is aware of inequities in this situation and is studying the matter with a view to amending its rules to clarify individual responsibilities.

Elsewhere in the detailed, nearly 200-page report, the Commission also reviewed its litigation activities, most of which involved broadcast cases.

TABLE V

Number and Percent of Communities with One or More Authorized Commercial AM Stations

Population	Total No. of communities (1940 Census)[1]	Oct. 8, 1945 No.	Oct. 8, 1945 %	Dec. 31, 1948 No.	Dec. 31, 1948 %	June 30, 1950 No.	June 30, 1950 %
2,500 to 5,000	1,134	27	2.4	[2]218	19.2	[2]282	24.9
5,000 to 10,000	678	86	12.7	311	45.9	356	52.5
10,000 to 25,000	413	204	49.5	330	79.9	350	84.7
25,000 to 50,000	122	109	89.3	123	100.0	124	100.0
Over 50,000	140	140	100.0	140	100.0	140	100.0
Total	2,487	566	22.8	1,122	45.1	1,252	50.3

[1] Number of communities in each of population groupings under 50,000 is derived from 1940 census data and excludes communities forming part of metropolitan districts. Each metropolitan district is counted as a single community and is defined as including a central city or cities with population of 50,000 or more and all adjacent and contiguous areas having population of 150 or more persons per sq. mi. Based on 1940 census, there are 140 metropolitan districts in U. S.

[2] Includes 52 communities of less than 2,500 pop.

[3] Includes 73 communities of less than 2,500 pop.

TABLE VI

Station Distribution

Population	Total number of communities (1940) census	Number of communities with one or more authorized commercial stations	Percent of total	Number of communities having— 1 station	2 stations	3 stations	4 stations	5 stations	6 stations	7 or more stations
For AM Stations										
2,500 to 5,000	1,134	[1]282	24.9	276	6	...	...	...	...	...
5,000 to 10,000	678	356	52.5	332	22	2	...	...	...	...
10,000 to 25,000	413	350	84.7	240	98	10	1	1	...	...
25,000 to 50,000	122	124	100.0	47	41	27	7	2	...	...
Over 50,000	140	140	100.0	2	7	29	29	21	14	38
Total number of communities	2,487	1,252	50.3	897	174	68	37	24	14	[2]39
Total number of stations	...	[3]3,218	...	897	348	204	148	120	84	417
For FM Stations										
2,500 to 5,000	1,134	[4]21	1.9	20	1	...	...	...	...	...
5,000 to 10,000	678	40	5.9	40	...	...	...	...	...	...
10,000 to 25,000	413	122	29.5	115	7	...	...	...	...	...
25,000 to 50,000	122	77	63.1	57	18	2	...	...	...	...
Over 50,000	140	124	88.6	29	33	25	14	6	6	[5]11
Total communities	2,487	384	15.4	261	59	27	14	6	6	[5]11
Total stations	...	732	...	261	118	81	56	30	36	150

[1] Includes 73 communities of less than 2,500 pop.

[2] Of 38 communities with 7 or more stations, 9 had 7 stations; 7 had 8 stations; 3 had 9 stations; 9 had 10 stations; and 10 had 11 or more stations.

[3] Does not include 85 authorized AM stations as follows: 35 operating noncommercially and 50 located in U. S. possessions.

[4] Includes 13 communities of less than 2,500 pop.

[5] Of the 11 communities with 7 or more stations, 1 had 7 stations, 2 had 8 stations, 1 had 9 stations, and 7 had 10 or more stations.

PRINCIPALS in the organizational realignment of WFAA-AM-TV Dallas, announced by General Manager Martin B. Campbell [BROADCASTING • TELECASTING, **Jan. 1**], **are (l to r): Ralph W. Nimmons, appointed station manager of WFAA-TV; Bert Mitchell, new assistant to Mr. Nimmons; Alex Keese, now assistant manager of AM-TV operations, and George K. Utley, new national radio sales manager for WFAA. Realignment was made because of "rapid growth" of the TV affiliate, according to Mr. Campbell.**

BROADCAST COUNCIL

Expansion Mulled

PROPOSALS to increase size of Broadcast Advisory Council, industrywide group serving as liaison with the White House and other governmental agencies during the war crisis, will be made to the council today (Monday) at its second Washington meeting.

A schedule of conferences with Chairman Wayne Coy, of the FCC, and other Washington officials has been set up by the council.

Protest by John S. Hayes, vice president of WTOP Washington, that the council did not adequately represent non-NAB members was understood to have been taken up by White House officials.

NAB President Justin Miller, BAC chairman, said Mr. Hayes had not protested either to NAB or the council. He pointed out that the Hayes letter [BROADCASTING • TELECASTING, Jan. 1] had overlooked the fact that council membership had not been selected by NAB itself.

Two letters calling for representation of National Assn. of Radio News Directors on the council were sent to Dr. John R. Steelman, Assistant to the President, by Ben Chatfield, WMAZ Macon, Ga., NARND president.

Today's BAC agenda opens with a 9 a. m. meeting at the NAB board room at which the agenda will be discussed. This will be followed by a briefing session.

Full FCC membership is expected to join Chairman Coy in a 10 o'clock conference in Room 6121 of the FCC.

Luncheon Meeting

Military and civil defense officials will meet with BAC at 12 noon at the Capitol Room of the Hotel Statler. A luncheon will start at 12:30 and sessions will continue for perhaps two hours.

The council will meet in executive session at 3 p. m., taking up the membership question, finances, reports of government agencies and means to carry out council projects.

Ben Strouse, general manager of WWDC Washington and an NAB board member, wrote Mr. Hayes as follows:

I noticed in the January 1st issue of BROADCASTING that you have taken a complaint to the White House that WTOP, as a non-NAB member, is represented on the Broadcast Advisory Council by only one representative instead of 14.

The answer is really very simple, John. Join NAB, and then you will have 13 fellow members on the Broadcast Advisory Council. I will be very glad to deliver a membership blank in person.

It seems to me that WTOP is a big enough station to take its part in industry-wide organizations.

Text of Mr. Chatfield's first letter to Dr. Steelman, Dec. 27:

I have just learned that you recently set up the Broadcast Advisory Council for the radio industry to discuss any problems dealing with the government in this emergency.

It appears to me that it might be highly desirable if the NARND could be represented on this Broadcast Advisory Council. It is particularly important for the NARND to have representatives sitting in on any conferences dealing with censorship and the release of government information.

The NARND is made up of members from news-conscious radio stations throughout the United States and Canada, and representatives of the major networks. At our recent convention in Chicago the NARND went all-out to cooperate with the government for this emergency. Our speakers included Gen. Hoyt Vandenberg, the officers in charge of public relations for all branches of the armed forces, Lowell Thomas, and many others.

The NARND is to the radio industry what the American Society of Newspaper Editors is to the newspaper industry. It represents the men who will handle the news which goes to the public.

Our association would appreciate it greatly if you will add one or more of its members to the Broadcast Advisory Council. It is suggested that the president of the national association and the chairman of our Washington liaison committee be named to the council. We feel that this would be of great value to you and the government, as well as to our organization.

I would be happy to come to Washington at any time it may be necessary.

Second Letter

Text of Mr. Chatfield's second letter to Dr. Steelman, Jan. 2:

I am appointing as chairman of the NARND government liaison committee Cass Keller, director of news, WRC (NBC) Washington. Each of the NARND committees has a member of our board of directors as an advisor. The advisor of our government committee is Ted Koop, director of news, CBS Washington, and who by the way headed the committee last year.

We members of the NARND would appreciate your calling on Cass Keller and Ted Koop so they might keep thoroughly informed.

As I wrote earlier about government activities at all times our more than 300 members feel that it is most important to the public and the government that the NARND have representation on the committees or councils which you or President Truman might set up where news is concerned. Enclosed you will find a copy of the NARND's code of standards as adopted in Chicago in November.

DORN NAMED

To SHAPE Information Post

APPOINTMENT of Col. Frank Dorn, chief, Army Public Information Division, as acting public information officer under Gen. Dwight D. Eisenhower for the newly-created SHAPE (Supreme Headquarters for Allied Powers of Europe) was revealed last week by the Dept. of Defense. Col. Dorn, who will serve on a temporary basis, left for Europe Thursday.

At the same time it was understood that Merrill Mueller, NBC San Francisco newsman and formerly with SHEAF during World War II, had been offered the post but had turned it down. Mr. Mueller was to have reported momentarily [CLOSED CIRCUIT, Jan. 1].

Col. Dorn has headed the Army's Public Information Division, serving under Maj. Gen. Floyd Parks, since May 1949. From 1946 to 1949 he was assistant and later acting commandant for the Armed Forces Information School. Previously he was artillery commander for the 11th Airborne Division and also had served with the 10th Army at Okinawa. During the early '40s he was aide to then Maj. General Joseph Stillwell, and later was deputy chief assistant in the Burma-China-India theatre.

RADIO CONTROLS

Congress Opposition Seen

SPECULATION mounted in Washington communications quarters last week, amid assembly of the 82d Congress, that the Dept. of Defense will encounter stiff opposition to its present plan calling for stringent control over radio-TV broadcasting signals and other "electro-magnetic" radiations.

Sentiment for less "restrictive" legislation to empower the President to commandeer stations in times of war or national emergency was apparent unofficially in Congressional circles as two key committees marked time on Capitol Hill.

While the Dept. of Defense has requested prompt enactment of its plan, designed in part to lay the groundwork for silencing or "distorting" radio signals and thus thwart enemy bombers or missiles which would "home" on them [BROADCASTING • TELECASTING, Jan. 1, Dec. 25, 1950], there was no indication that communications-minded lawmakers would be hurried into quick action.

Inquiry Promised

The controversial proposal now rests in the laps of two groups—the Senate Interstate & Foreign Commerce and House Armed Services committees—whose chairmen last week indicated assurances of a thorough inquiry.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate committee, was understood to be undecided as to his own immediate course of action. Authorities felt, however, that if he did sponsor a bill, it would contain more restrictive safeguards on the military than envisaged in the present proposal [CLOSED CIRCUIT, Jan. 1]. Sen. Johnson, who has questioned some aspects of the plan, has indicated his committee will "examine this whole matter very carefully."

Of particular concern to broadcasters—and to Sen. Johnson as well—is that provision which would extend the President's authority "not only during hostilities or a proclaimed emergency, but also during time of strained international relationships. . . ." The present language, authorities feel, should be more clearly defined and should not be permitted to extend to all situations.

In a word, broadcasters are generally more concerned over what the department's plan would *do* if enacted in present form than what it would *not do*. They appear resigned to the fact that, in time of actual crisis, the military should exercise complete control as it inevitably would in such a situation under martial law.

The Senate Interstate & Foreign Commerce Committee, should the measure be introduced in the upper chamber, is expected to hold thorough hearings on the controversial issue, probably soliciting testimony from the Defense Dept., NAB and other interested groups.

Meanwhile, on the House side, Chairman Carl Vinson (D-Ga.) of the Armed Services Committee raised a technical point. He said he had not thoroughly read the Defense Dept. plan and felt it would have to be re-referred to him, in the new Congress, before he would take any action. Rep. Vinson said he may sponsor a measure along the department's proposed lines "though not necessarily support it."

He conceded, too, that once the plan took on legislative form, it could still be referred to the House Interstate & Foreign Commerce Committee if the House Speaker so determined.

Extension of Act

The bill now advocated is an extension of the Communications Act's Sec. 606 (c), which empowers the President in times of proclaimed emergency to silence or take over, or to suspend or amend the rules applicable to existing radio communications facilities. It would include radiations ranging from 10 kc to 100,000 mc, encompassing the radio beams of high, medium and low power stations.

The proposal drew editorial fire in Washington last week from the *Times-Herald*, which commented that the plan "confesses a rather sad lack of confidence in the Defense Dept.'s vaunted radar screen." The newspaper interpreted concern of Marx Leva, Assistant Secretary of Defense, as one involving "large stations whose signals reach a thousand miles or more," and asserted the navigational question was a "mere screen for the real purpose" of the bill.

1. *WOR's Barbara Welles caught reading day's news near fountain in New York's Plaza at 59th Street.*

2. *Barbara Welles samples the Pierre Hotel's curried chicken. Man on the right is famous "Louie," the head waiter.*

HEAR WOR'S LOVELY BARBARA WELLES

every weekday from 4:00 to 4:30 PM

(being an aside or two on a woman who not only attracts 73,800 listeners a day, but is chiefly responsible for the return of PEARS—a great English soap—to America after it had had a nap of almost 9 years.)

by JAY CEE

photographs by Eugene Moss

New York, Nov. 17—Every Monday thru Friday at 4:00 PM, an able and attractive woman program conductor named Barbara Welles brings 73,800 people in 14 states from Maine to North Carolina comfort, consolation and news of *all* the world—the world in general; the theater; opera; and almost every form of living that makes life a full and joyous thing.

Suave, sensitive Barbara Welles was born in Kansas City. She has lived in Florida, Maryland and New York. Her career is a patch-blanket of exciting experiences.

Mail rains in on her like confetti—to the tune of more than 650 cards and letters per-week; more than 33,950 during the past twelve-months. Why? Well people say things like this:

"Dear Barbara Welles: I've listened to your program for a long, long time. It's warm, appealing and a great comfort to me."
Mrs. J. K. C., Manhasset, N. Y.

"Dear Barbara: You'll never know, really, how much I enjoy your show on WOR. You have a nice casual air which my husband and I enjoy very much."
Mrs. A. B., Rahway, N. J.

"Dear Miss Welles: My husband is a nightworker. When he sleeps in the day, I listen to you and Dan McCullough. I like you. Thought you would like to know." Mrs. J. K., Astoria, L. I.

These three excerpts from thousands of letters are merely indicative of the power this WOR woman wields. Many other letters have been written by loyal listeners in Sheepscot, Maine; Fall River, Mass.; Allentown, Pennsylvania; St. Petersburg, Florida; Arden, Delaware; Aberdeen, Maryland and Pawtucket, Rhode Island.

Here's an example of the power that WOR's Barbara Welles wields for advertisers—

In 3 months—three months, mind you—WOR's adroit Barbara Welles placed Pears—at 50c per cake—in 3,100 drug stores; 48 department stores and 14 drug chains—from Hanover, New Hampshire to Raleigh, North Carolina. That's selling!

Here are some of the advertisers who have sponsored, and are sponsoring, her famous WOR show—

Schieffelin & Co.; Colgate-Palmolive-Peet Co.; Curtis Circulation Co.; Sapolio Products; Olson Rug Company; Flako Products.

These people, we assure you—as *if* you needed any assurance—are shrewd investors of cash in advertising that sells *most* at *less* cost. That's why they pick WOR's Barbara Welles.

Don't you think it might be worth a letter or phone call to know just as much as *they* know about a radio station, a program, or a person like Barbara Welles that can sell *so* much for *so* little? It's only good business, isn't it?

3. *WOR's Barbara Welles steps from taxi before entering WOR studios to greet a handful of her more than 73,800 listeners. This is a daily ritual.*

4. *Handsome? Handsome is as hansom carries! It's WOR's Barbara Welles out for a ride through New York's Central Park to relax before job of daily show.*

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the name is **WOR**

— the station that sells more people more things, more often, than any other station in the United States

NEW CONGRESS' AGENDA

Radio-TV Action Promised

ACTION is promised along several radio fronts this year by a politically virulent 82d Congress. While pending radio legislation died with the passing of the 81st Congress last Tuesday, a new flush of radio proposals has already begun.

On Wednesday, the new Congress convened in brightly remodeled chambers at a most critical time in U. S. history. With the opening of Congress came a flood of legislation. Among the bills introduced were two by Rep. Harry R. Sheppard (D-Calif.), outspoken advocate of network licensing. It also may be likely that Sen. E. W. McFarland (D-Ariz.) will reintroduce his measure to reorganize FCC procedures.

Rep. Sheppard's new bills (HR 10 and HR 73) are similar in content to legislation he introduced in the last Congress to require licensing of networks by the FCC (while arming the Commission with sanctions against the networks) and to take control of rebroadcasting rights away from the networks and place it in the hands of the originating station or sponsor, whoever assumes the greater cost of the particular program [BROADCASTING • TELECASTING, Feb. 20, 1950].

Cites Operating Losses

In introducing the bills, Rep. Sheppard deplored what he indicated was a startling rise in the number of AM stations operating at a loss. He cited FCC figures showing a total of 686 AM stations losing money in 1949, 581 in 1948 and 365 in 1947.

The problem, he said, has become more acute in the light of the "serious war situation which now faces us, and it is imperative that each and every one of our radio broadcasting stations maintain radio service to the public."

Rep. Sheppard declared that "many radio stations are being restrained from doing business with the advertisers which support the industry, by certain unlawful and monopolistic practices of the four major radio networks operating in this country . . . in direct violation of the intent of Congress as outlined in the legislative history of the Communications Act of 1934."

The Californian listed the following as corrective points in his proposal to license networks: (1) Prevent radio networks from falling into the hands of "aliens"; (2) require licensing and regulation of networks by FCC; (3) reduce regulation of individual radio stations by FCC (by regulating the networks directly); (4) prevent radio network "monopolies from controlling the radio broadcasting industry and the very economic heart of the individual radio stations of this country."

According to Rep. Sheppard, his two bills would strengthen the communication medium "without need of government subsidation"; would prevent alien control of networks; lessen FCC activity in license regulation; and would allow the public "to hear many of the high quality radio programs which are now not heard by them."

A demand for a full dress inquiry on color television came on the opening day of the new Congress.

The request was submitted to Chairman Robert Crosser (D-Ohio) and to Rep. Charles A. Wolverton (R-N.J.), ranking Republican member, both of the House Interstate & Foreign Commerce Committee, by Rep. James I. Dolliver (R-Iowa), also a committee member.

The investigation was necessary, the Iowa Congressman said, because "there is presently a great deal of misunderstanding and confusion in the public mind concerning color television. . . . The industry and the public generally would benefit from such hearings. . . ."

According to Rep. Dolliver, events had "arisen in the past months" underlining the problem. The public, he said, has a "large interest at stake . . . and [color television] is an important phase of industrial electronics. . . ."

It is no secret, his letter went on, that controversy has developed in the industry. "Certainly they and the public have the right to a forum."

His call was for a "full and comprehensive hearing" that would not "bypass the FCC." Rep. Dolliver told BROADCASTING • TELECASTING that his motivation in requesting a color investigation came from voters in his home district with whom he had discussed the entire problem.

There was no immediate comment from Chairman Crosser. It was indicated the matter would be turned over to the committee for study.

Excitement prevailed on Capitol Hill during the week. The waning 81st Congress made revelry on New Year's Day and Tuesday by passing a host of bills (including defense and excess profits tax measures) before retiring from the scene.

The stage was being set for the political dramatists. Administration stalwarts acceded to Southern and conservative Democrats in the vieing for Senate leadership. Sen. McFarland was elected Senate majority leader over Sen. Joseph C. O'Mahoney (D-Wyo.), who had almost solid administration backing.

Sen. McFarland has been chairman of the potent Senate Commerce radio subcommittee, a post in which he is expected to continue. He is author of the controversial FCC procedural bill.

Speculation was high as to what added weight and impetus Sen. McFarland's new prestige will give to the procedural bill which struck a perennial snag in the House. The Senator, who has asserted in the past that he believes the legislation essential for the broadcasting industry, said Friday he was not yet certain he would reintroduce the bill.

Committee Members

In the House, a Republican-Southern Democrat coalition overturned a two-year old rules reform and restored to the House Rules Committee its former life and death power on bills. Democratic leadership remained intact. Three Democrats were named to fill vacancies on the House Interstate & Foreign Commerce Committee: Reps. Burr P. Harrison of Virginia, Eugene J. Keogh of New York and Walter Granger of Utah.

A brief rundown of other legislation dropped into the House hopper the opening day of Congress found the following bills of interest to the radio-communications field:

HR 85—Rep. Millet H. Hand (R-N.J.)—Would provide that espionage and advocating the overthrow of the government by force or violence be capital offenses at all times. To Judiciary Committee.

HR 221 and H J Res 33—Rep. Henry D. Larcade Jr (D-La.)—Relates to actions for "civil liabilities" for violation of the Emergency Price Control Act. To Banking and Currency Committee.

HR 256—Rep. James T. Patterson (R-Conn.) — Would suspend certain import taxes on copper. To Ways and Means Committee.

HR 269—Rep. Melvin Price (D-Ill.)—Would require certain common carriers on railroads to maintain communication systems as par

MAIL ORDER CASE

Can't Locate Agency, Stations Complain

A NEW YORK advertising agency that had placed contracts with an unknown number of radio stations to advertise at least two mail-order items could not be located last week, after two of the stations reported to BROADCASTING • TELECASTING they had not been paid for the time.

This publication was unable to contact the Midland Advertising Agency last week, although a week before it had been situated in a sub-leased office at 420 Madison Ave., New York.

The effort to find the agency was made after a station in Kentucky and one in Maryland had requested information about the agency. The Kentucky station reported the agency had contracted for spot announcements advertising a mail-order Christmas decoration package costing $1.

Reports Complaints

The station said that it had received many complaints from listeners who had sent in their money but had never received the decorations. Under the terms of the agreement with the agency, the station forwarded all orders and the money to the agency (including some from members of the station's staff).

None of the staff members received the decorations, and many listeners who had ordered the packages also reported non-delivery. Since the advertising messages had included a money-back guarantee, the station refunded money of its own to those who complained.

Repeated efforts by the station to get satisfaction from the agency were assertedly ignored.

The Maryland station last November accepted a short-term contract from the agency to advertise a "treasure chest," also a $1 mail-order item. That station reported that as far as it knew all the treasure chests that listeners had ordered had been delivered. But as of last week the station had not received payment for its time.

According to the Maryland station, the Midland agency had advised that the treasure chests were made by "Forty Toys Inc.," situated at 80 East 11th St., New York.

A visit to those premises last week by a BROADCASTING • TELECASTING reporter disclosed that "Forty Toys Inc." occupied an office jointly with "Inter-Ocean Trading Co." and "Exchange Military Supply Co."

A man in the offices said that one J. L. Barker was president of "Forty Toys Inc." but that Mr. Barker the day before had left on a vacation to restore his health.

A check with Mr. Barker's home confirmed this report. At neither his home nor his office did anyone know his present whereabouts.

The tenants of the building at 420 Madison Ave. from whom Midland Advertising Agency had subleased an office reported they did not know the whereabouts of that organization.

They said, however, they expected to receive word from one P. Jett, who had signed contracts with the Kentucky and Maryland stations identifying himself as "timebuyer," and who was characterized by his landlords as apparently the chief executive of Midland. The landlord said he still had a rental bill to settle with them.

Truman Address

PRESIDENT TRUMAN is scheduled to deliver his annual State of the Union address before a joint session of Congress today (Monday). His speech is to be carried by all major radio and television networks.

of safety devices. To Interstate and Foreign Commerce Committee.

HR 468—Rep. George A. Dondero (R-Mich.) and HJ Res 51 Rep. James T. Secrest (D-Ohio)—Would outlaw the Communist party with respect to candidacy for federal or state elective offices. The resolution also would deport aliens found to be Party members. To Administration Committee.

HR 485—Rep. Kenneth Keating (R-N. Y.)—Would require persons obtaining commissions in the aid of securing government contracts to register with Congress and would set up a clearing house for contract information. To Judiciary Committee.

HR 538—Rep. Joseph P. O'Hara (R-Minn.)—Would protect consumers and others against misbranding, false advertising and false invoicing of fur products and furs. To Interstate & Foreign Commerce Committee.

HR 543—Rep. O'Hara—Would make standard time the measure of time for all purposes. To Commerce Committee.

HJ Res 27—Rep. Keogh—Would amend Constitution to empower Congress to regulate use and ownership of trade marks. To Judiciary Committee.

H Res 32—Rep. Wright Patman (D-Tex.)—Would set up a committee to study removal of the U. S. Capitol or provide a supplement Capitol. To Rules Committee.

H Res 36—Rep. Edith Nourse Rogers (R-Mass.)—Would create select committee to study international information services for peacetime and a civilian psychological warfare agency during wartime. To Rules Committee.

Radio Control Issue

A number of important issues, some aborted in the last Congress, may be destined to crop up again during the current session. Looming as one of the most important is the government plan for strict control over radio-TV broadcasting signals (see story, page 23).

Less essential to national defense but equally as controversial is the newly negotiated North American Regional Broadcast Agreement which must be ratified by the Senate. As yet, the Senate Foreign Relations Committee has not received the treaty.

Hitting directly at the broadcasting business is the suggestion to impose fees for commercial broadcast licenses as a revenue-raising action. Spading was accomplished in the 81st Congress by the Senate Executive Expenditures Committee and the House Ways & Means Committee. Further exploration can be expected.

The Senate Interstate & Foreign Commerce Committee already has questioned government agencies (including FCC) within its jurisdiction on the question of services rendered to "private interests." Replies from agencies are being compiled by that committee.

Another far-reaching study nearly completed is that conducted by the Temporary Communications Policy Board, established last year by President Truman. The board, which is looking into such matters as frequency control and allocations, is to report to the President in February.

Recommendations for Congressional remedial action may be forthcoming in the board's report. Both the Senate and House Commerce committees have expressed high interest in the board and are expected to give particularly close attention to its findings.

Trend of thinking in Congressional quarters has crystallized considerably in regard to the Communist question, particularly as it hinges upon internal security. Anti-Communism sentiment may involve further both broadcasts and telecasts with Congressional demands for some type of government control or regulation.

'Job-Jumping' Bill

Legislation to restrict "job-jumping" in governmental agencies—such as the FCC—was washed off the legislative calendar with the passing of the old Congress. New bills, designed for this purpose and patterned after the provision that was contained in the McFarland Bill, probably will be introduced again.

Sen. John Bricker (R-Ohio), who asked for an FCC investigation of TV channel allocation for educational institutions in a Senate resolution last month, may reintroduce his proposal.

Further strengthening of the Voice of America and psychological warfare can be expected to be talked about in this session. The last Congress was concerned particularly with the Voice's effectiveness and voted unprecedented sums to finance an expanded program. Renewed discussion of a world-wide radio network and a "Vision of America," embracing television as a world propaganda unit, is in prospect.

A recommendation by a House Select Lobbying Activities Committee that radio-TV be exempted from the Federal Lobbying Act may appear in bill form. This would put broadcasting on an equal footing with newspapers under the eyes of the lobbying registration law.

The final spurt of the 81st Congress before adjournment sent the excess profits tax bill, which promises to gain an estimated $3.3 billion for the Treasury, to the White House where it was signed.

A number of provisions are contained in the new profits law which affect the broadcasting industry. Among them are formulas for "growth" companies, new services added, abnormalities in a corporation's operation, and carryover to 1950 and 1951 of operational losses incurred during the base period of 1946-49 [BROADCASTING • TELECASTING, Jan. 1].

The problem of deficit budgeting by the government seems certain to assume greater proportions in the days ahead. President Truman may ask the Congress for as much as $75 billion for the 1951-52 fiscal year in his annual budget message next Monday.

He rings a bell with cash-register echoes

The miniature Liberty Bell on his mantel symbolizes a point of view shared by millions of his listeners. That's one reason why his nightly analyses of the news from Washington establish a rapport with his audience which rings cash-registers for his sponsors . . . and brings in folding money too!

As Mr. Joseph P. Wortz, vice-president of the Security Trust Company, wrote to Station WAMS, both of Wilmington, Delaware:

> "We have received letters of commendation regarding our sponsoring of the Fulton Lewis, Jr. program and we feel that we have written considerable new business as a result of this particular program."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

NBC Shelves

(Continued from page 15)

emergency and that the government ordered cutbacks in the use of some metals for television sets. NBC's formula for computing the amount of radio rate reductions was based on a prediction that there would be 14,500,000 TV sets in use by Oct. 1, 1951. Whether that figure can be reached if television set production is curtailed by the defense effort remains in doubt. (NBC estimates there were 9,845,300 TV sets installed on Dec. 1.)

One of the principal arguments advanced by opponents of the rate-cut plan was that the growing national defense effort and the international crisis would not only arrest the development of television but also increase radio listening—because of growing interest in news.

These opponents asserted that until the patterns of the television-radio future became more clear, it would be unwise to rearrange radio rate structures.

In its official announcement last week, NBC pointed out that under its contracts with affiliates present rates are fixed and cannot be reduced without the consent of the stations.

The network in early December started its solicitation of stations with the proposal that they agree to rate cuts ranging as high as 25% in some markets to be invoked on Jan. 1—the date on which a network television rate increase averaging 35% became effective.

The average of the radio rate reductions in the 53 affected markets (including five where NBC owns and operates its stations) was slightly less than 12%.

NBC's Announcement

THE FOLLOWING statement was issued Jan. 2 by NBC:

"Several weeks ago the National Broadcasting Company asked its radio affiliates in television markets to participate in a reduction of evening network radio rates in those markets.

"These rates are fixed by the terms of the affiliation contracts between the network and the stations and cannot be reduced without the consent of the stations. All of the stations affected have been consulted. It is their consensus, expressed individually to us, that a reduction in network rates is untimely and unwarranted in view of the fact that network radio continues to offer advertising values greater than competing media, that recent changes in the national economic picture indicate that these values will increase in the period ahead, and that broadcast operating expenses are continuing to rise.

"Since the affiliates have expressed themselves in detail on the matter, the meeting originally scheduled for Jan. 10 for discussion of the question between NBC and the stations will not be held at this time."

Tentative Okays

Six affiliated stations were reported to have at least tentatively agreed to cut rates, but others objected.

After a week of individual consultations with stations, the network abandoned its hopes to make the Jan. 1 deadline and set the Jan. 10 meeting at which time it hopes to convince the affiliates of the necessity for the reductions.

Jan Garber

(The Idol of the Airlanes)

A quarter hour "Dance Parade"
five times per week, featuring
sweet melodies old and new by
the nation's popular listening favorite,
"The Idol of the Airlanes,"
JAN GARBER AND HIS ORCHESTRA!
Another Capitol Library feature
available in the
Capitol Custom Library Service.

A feature worth $50 per month
alone—yet you can have Jan Garber
plus numerous other sparkling
library shows on your station for
$75.00 per month the first year and
just $50.00 per month thereafter.

For Custom Library Details write or wire...
CAPITOL RECORDS, Inc., BROADCAST DIVISION
Sunset and Vine Hollywood 28, Calif.

Capitol RECORDS, INC. BROADCAST DIVISION

TRUCKING BUYS

ATA Takes NBC Forum Series

AMERICAN Trucking Assn. has entered radio for the first time with sponsorship of *American Forum of the Air*, Sunday 1:30-2 p.m., on 166 NBC stations beginning yesterday (Jan. 7). The 52-week contract was placed through Blow Co., New York.

Institutional copy of an educational nature, emphasizing importance of trucking to national economy, is being used on the program. ATA has been conducting a similar campaign for years through other media, but some local and state trucking groups have used radio and TV previously and are now. Private firms such as home furnishing movers have been using radio in a number of areas to sell their services for some time.

Typical of the institutional use of radio by local groups is the York, Pa., chapter of the Pennsylvania Motor Truck Assn., which sponsored special half-hour programs Dec. 24 and 31, 1950, on WSBA-AM-FM York. Shows featured the RCA-Victor recording Spring Garden Band and the 4 Yorkettes. Band director is Lester Loucks, older brother of Philip G. Loucks, Washington broadcast attorney.

Associated Issues Letter

AS A NEW weekly service to subscribers of Associated Program Service, "The Needle," a letter "offering the latest news of sales and program developments," was inaugurated last week. The four-page letter is issued over the signature of Maurice B. Mitchell, APS vice president and general manager, and resembles a pamphlet published by the Broadcast Advertising Bureau while Mr. Mitchell was its president.

FOR POSITIVE RESULTS . . .

USE

K S E L

950 ON YOUR DIAL

★ LUBBOCK, TEXAS

THE SOUTH PLAINS' NUMBER 1 STATION

NUMBER **1**

IN **PROGRAMMING**
IN **LISTENER ACCEPTANCE**
IN **MAIL PULL**
IN **NUMBER OF ADVERTISERS**

★ A BRIGHT SPOT IN THE NATION'S BUSINESS PICTURE

★ RETAIL SALES (1948). $115,699,000.00
★ METROPOLITAN POPULATION (1950) 100,603
★ 94.3% GAIN IN POPULATION IN 10 YEARS

★ OFFICIAL BUREAU OF CENSUS DATA

FOR FURTHER INFORMATION ABOUT INCREASING YOUR SALES

CONTACT OUR
NATIONAL REPRESENTATIVE

WILLIAM G. RAMBEAU COMPANY

333 N. MICHIGAN AVE.
CHICAGO 1, ILL.

CHANIN BUILDING,
NEW YORK 17, N. Y.

1746 N. LAS PALMAS
LOS ANGELES 28, CAL.

Matinee

Matinee radio listeners in Alabama love Maury Farrell. So much so that the Pulse gives his "Matinee in Birmingham" a higher rating than any local program on any other Birmingham station all day long.*

idol

Idol of Alabama radio for more than 15 years, WAPI's Maury has drawn a following that's as loyal as it is large. Whether he's on the air as emcee, disc jockey or sportscaster, his word is gospel.

of

Of all Maury's shows, "Matinee in Birmingham" (Mon. through Sat., 4:00 to 5:15 p.m.) is most popular. Maury spins favorite records — picked in his own daily poll — gives scores and interviews guests.

Alabama

Alabama-bound advertisers will love Maury, too...as literally hundreds of sponsors, present and past, already do. He's the *right* personality with the *right* show to spin sales records for you.

radio

Radio Sales will be happy to tell you all about "Matinee in Birmingham" and the participations — including choice one-minute spots — now open. And so will we. Call your Radio Sales representative, or...

*Pulse: Sept.-Oct. 1950

WAPI

"The Voice of Alabama"
CBS in Birmingham
Represented by Radio Sales

Ryan Elected

(Continued from page 15)

taken toward the establishment of a strong and representative board of directors for BAB Inc., and appropriate measures will be taken to secure the requisite supplemental financial support for the organization in addition to the substantial sum already allocated to it by vote of NAB members.

"I am confident that BAB Inc. will be quite ready to swing into full operation by April 1, according to schedule."

Mr. Ryan joined NAB last April during the Chicago board meeting, receiving a three-year contract as NAB general manager at $25,000 a year. The action had followed concerted industry demand that an experienced businessman be placed in fulltime charge of NAB headquarters operations.

In his nine months as general manager he has made sharp changes in NAB's structure, effecting large budget savings. The budget has been changed from an average monthly to an actual monthly basis. The costly superstructure of advisory committees, costing vast sums, was eliminated in favor of functional AM, FM and TV committees.

With the TV Committee, also headed by Mr. Swezey, he developed the plan to set up a separate NAB-TV organization within the NAB structure but having an independent board of directors. This plan will be submitted to an industrywide TV meeting to be held Jan. 19 in Chicago (see separate story, page 57).

Station Relations New

For the first time a station relations department was set up in NAB by Mr. Ryan. John F. Hardesty, director, and William K. Treynor, assistant director, are on the road contacting station members and recruiting new members.

A number of important organizational and administrative changes have been made at NAB headquarters by Mr. Ryan, effecting important economies. Prior to joining NAB last spring he had been general manager of KFI Los Angeles for a number of years. In that period he had served on the NAB board and was chairman of the original Broadcast Advertising Bureau when that agency was a NAB department.

BAB's present expanded program was started last fall after the board had voted in August to separate it from NAB itself. The agency was incorporated as Broadcast Advertising Bureau Inc. with Mr. Higgins continuing as director.

At the August meeting the board voted to gear BAB for an eventual operating budget of at least a million dollars a year, approaching the status of similar sales agencies in the newspaper and magazine fields.

The August action specified that BAB was to be broadened to bring support from all elements of radio sales, including networks, station representatives and program-transcription firms.

Details of the expansion program were presented to the 17 NAB district meetings last summer and fall by members of the BAB Committee. At every meeting the members adopted resolutions voicing endorsement of the expansion program.

The board's November action included a project by which growth of radio as evidenced in expanded coverage and enlarged impact would be shown. Results of the study are scheduled for presentation at the NAB convention in Chicago next April.

Spontaneous Start

Original formation of BAB in 1949 grew out of a spontaneous movement at the Chicago NAB convention. The subject had been discussed by the NAB board at its February meeting. But during the board's pre-convention session just before the membership convened a sales project was discussed.

Membership sentiment crystalized into a floor debate that shook the association's foundations. Convinced that important industry segments were deadly serious in their demands, the board acted promptly and dramatically in setting up the first Broadcast Advertising Bureau.

Maurice B. Mitchell, now vice president of Muzak and its Associated Program Service, and prior to that with NBC and CBS in sales capacities, was named as the first BAB director. Within a month in 1949 he had a skeleton operation set up and several projects moving, including the cooperative advertiser file system.

In early summer of 1949 BAB moved to 270 Park Ave., New York, taking over some of the space leased by Broadcast Measurement Bureau. The shift to New York was designed to bring the BAB staff in close touch with agency and advertiser industries.

When BAB was created a $250,000 annual budget was envisioned. This goal was not reached, however.

As competing media continued to expand their sales organizations, demand for an expanded BAB arose in many circles. At the same time some industry elements, especially newspaper-affiliated member stations, complained that BAB was selling too hard against newspapers.

Tactics 'Rugged'

This brought the reply that newspaper competitive tactics were extremely rugged, requiring broadcasters to fight back in their own defense. Some newspaper stations, such as WTOP Washington *(Washington Post)*, withdrew from the association.

For these reasons the board decided to separate BAB entirely from NAB, starting April 1, 1951. After that time NAB membership will not be necessary for participation in BAB. In April 1952 the separation will be complete, under present plans.

Starting next April 1 NAB members will be able to get BAB services by designating that 30% of their dues be diverted to BAB. If they do not desire to belong to BAB, they will receive a 30% reduction in association dues.

Mr. Higgins joined BAB last August, coming from WMOA Marietta, Ohio. Before joining that station as general manager he had spent several years at NAB headquarters as assistant to Frank E. Pellegrin, at that time director of NAB's broadcast advertising department.

Mr. Ryan had joined KFI-KECA Los Angeles Feb. 15, 1943, when the stations were operated jointly. He had been a teacher of marketing and business administration at Santa Clara U. and U. of San Francisco before joining Foster & Davies Co., outdoor advertising firm, in 1928. He entered radio in 1937 as an NBC San Francisco salesman, soon becoming Northern California sales manager for NBC. When the NBC Red and Blue networks were separated in 1942 he was named San Francisco general manager for the Blue, directing operation of KGO San Francisco.

FM and TV Demands

Last January Mr. Ryan was elected to the NAB board for a two-year term as director-at-large for large stations but served only a matter of weeks before being named NAB general manager.

FM and TV members of NAB have been demanding special services from BAB. The board has directed a study of the TV problem, with indication that a separate BAB TV department will be set up after NAB works out its plan for a separate TV organization. NAB's FM Committee submitted to the board a recommendation that BAB give due attention to this medium in its sales activity.

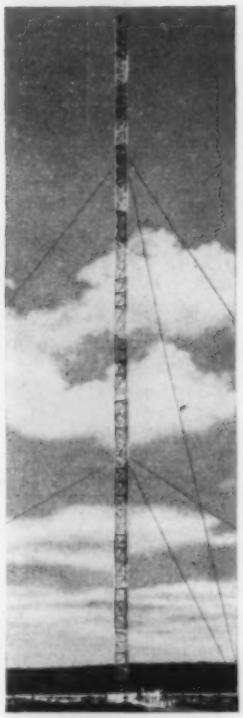
The present BAB annual budget runs around $180,000 a year, it is understood. A goal of $200,000 has been set for next April, with eventual industry support expected to provide funds for the proposed million-dollar agency.

ABC Names Two

APPOINTMENT of Robert A. White and Richard B. Gordon as account executives in ABC radio sales department was announced last week. Mr. White, former sales manager of the American Institute of Food Products, earlier was associated with the sales departments of MBS in Chicago and WOR New York. Mr. Gordon's past associations include the sales organizations of C. E. Hooper Inc. and Edward Petry & Co., both New York, and the radio department of Compton Advertising Inc., New York.

TRUSCON... a name you can build on

WOW, Omaha, Nebr., Truscon Self-Supporting Radio Tower, 500 feet high overall.



WHDH, Boston, Mass. Three Truscon Guyed Towers; 565 feet, 605 feet, and 645 feet high.

WSAM AM-FM, Saginaw, Michigan. Truscon Self-Supporting Tower, 386 feet high.

world leader in better radio tower engineering

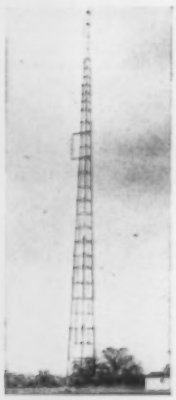
KAA-284, Owatonna, Minnesota, Northern Natural Gas Company. Truscon Self-Supporting Tower, 260 feet high.

Truscon experience in radio tower engineering is world wide... meeting all types of topographical and meteorological conditions... and supplying many different tower types—guyed or self-supporting... tapered or uniform in cross-section ...for AM, FM or TV transmission.

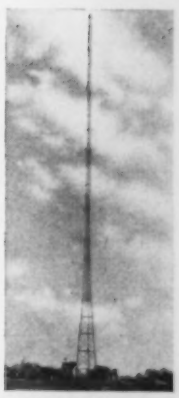
Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

WXEL-TV, Cleveland, Ohio. Truscon Self-Supporting Tower, 437 feet high.

WTCH, Shawano, Wisconsin. Truscon Self-Supporting Tower, 240 feet high.



WMRI-FM, Marion, Indiana. Truscon Self-Supporting Tower, 336 feet high.



WEMP-FM, Milwaukee, Wisconsin. Truscon Self-Supporting Tower, 456 feet high.

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON® STEEL COMPANY Youngstown 1, Ohio

Subsidiary of Republic Steel Corporation

RADIO AND TV HIGHLIGHTS OF 1950

As Reported In BROADCASTING • TELECASTING

Jan. 2—Gross revenues from time sales rose 4.5% to $435 million for 1949, according to annual study made by Dr. Kenneth H. Baker, NAB research director.

Jan. 9—Free speech victory seen as U.S. Supreme Court refuses to review Maryland Court of Appeals decision against Baltimore "gag rule."

Jan. 11—NBC commences regular operation of new UHF experimental TV station at Bridgeport, Conn.

Jan. 12—In move against "trafficking," FCC proposes to ban sales of stations before they start program tests.

Jan. 12—First public showing of CBS color television is held in Washington.

Jan. 12—FCC calls for hearing on proposals for theatre TV service.

Jan. 13—Thomas S. Lee, 45, owner of Don Lee Broadcasting System, dies in fall from Los Angeles office building.

Jan. 16—Four major networks' 1949 total billings estimated at $187,830,799, for 5.6% drop below 1948's.

Jan. 20—Radio Mfrs. Assn. creates National Television System Committee, headed by Dr. W. R. G. Baker, General Electric Co.

Jan. 23—Radio time sales $429 million in 1949, television $24.7 million, according to BROADCASTING • TELECASTING YEARBOOK estimates.

Jan. 23—RMA reports 1949 radio and TV set production totaled 9,680,773 units.

Jan. 24—Rep. George Sadowski (D-Mich.) introduces bill to create "super FCC," provide new regulatory sanctions.

Jan. 30—Dollar volume of radio manufacturing industry gained 13% in 1949, reached all-time peak of $850 million, according to RMA President Raymond C. Cosgrove.

Feb. 1—Forney A. Rankin, NAB director of government relations, resigns to accept State Dept. post.

Feb. 2—U.S.-Cuban conferences on NARBA proposals opens at Havana.

Feb. 8—Video economics in spotlight as Television Broadcasters Assn. holds annual Television Clinic in New York.

J. R. Poppele, WOR-AM-TV New York, reelected TBA president.

Feb. 8-10—NAB board gives Preisdent Justin Miller far-reaching powers, authorized appointment of general manager, gives go-ahead for new million-dollar Audience Measurement Corp.

Feb. 9—FCC approves Zenith Radio Corp.'s request for public Phonevision tests in Chicago.

Feb. 10—Two Washington attorneys ask FCC to outlaw transit radio.

Feb. 15—Bill to require licensing of networks introduced by Rep. Harry R. Sheppard (D-Calif.).

Feb. 16—FCC says NBC-TV's arrangements for 2½-hour Saturday night show violate Network Rules.

Feb. 17—President Truman appoints temporary communications policy board, headed by Dr. Irvin Stewart, West Virginia U. president and former FCC member.

Feb. 20—Advertisers to spend over $20 million in sponsorship of 1950 baseball games, according to BROADCASTING • TELECASTING survey.

Feb. 23—Side-by-side demonstration of color TV systems of CBS, RCA and Color Television Inc. is held as FCC enters last leg of color hearings.

Feb. 27—BROADCASTING • TELECASTING analysis shows four major networks' business volume continuing upward trend.

Feb. 27—Almost 40% of Army-Air Force recruiting program's advertising budget earmarked for radio and TV.

Feb. 27—Civil defense planners brushing up plans for radio-TV in event of national emergency.

Feb. 28—A. C. Nielsen Co. acquires national rating services of C. E. Hooper Inc. for reported $500,000, the Hooper organization to continue operations at local level.

Mar. 2—Ralph W. Hardy, director of former NAB Radio Division, named director of Govt. Relations Dept.

Mar. 6—Procter & Gamble Co. remained top network advertiser in 1949 with gross time expenditures of $17,315,092, according to PIB.

Mar. 6—Four TV networks' gross time sales totaled $12,294,513 in 1949, according to PIB.

Mar. 6-8—TV operating problems appraised by more than 225 video executives at Chicago Television Council's second annual National Television Conference.

Mar. 6-9—IRE convention in New York with more than 16,000 engineers.

Mar. 9—Industry film, "Lightning That Talks," opens in New York and, in same week, in several other cities. Reaction: mixed.

Mar. 10—FCC launches staff-wide reorganization with creation of Common Carrier Bureau. Curtis B. Plummer, chief of Engineering Bureau's Television Division, is named chief engineer.

Mar. 11—WNOX Knoxville, WWJ Detroit, and NBC Commentator Morgan Beatty win duPont Awards. ABC-TV and WPIX (TV) New York get special citations in duPont committee's first recognition of television.

Mar. 13—Movement on Capitol Hill looking toward assessment of license fees on commercial stations.

Mar. 13—Eleven advertising agencies in New York registered at least $1 million in TV network billings during 1949, according to BROADCASTING • TELECASTING survey.

Mar. 15—Formation of Broadcast Audience Measurement Inc., to succeed Broadcast Measurement Bureau, is commenced.

Mar. 15—Changes in ASCAP licensing methods covering TV stations, as well as organizational reforms, are provided in anti-trust consent agreements.

Mar. 23—RCA's tri-color TV picture tube demonstrated for FCC in first showing outside of laboratories.

Mar. 24—U.S.-Cuban NARBA negotiations abandoned upon renewal of demands by Cuba after agreement "in principle" had been reached.

Mar. 27—Joint study by NAB and RMA shows 88,964,000 radio and TV sets in use as of Jan. 1, 1950.

Apr. 2—WTMJ-FM Milwaukee, first FM station west of the Alleghenies, ceases operations for want of sufficient FM sets in area.

Apr. 2—"Bisignal," transmission of two FM signals on the same frequency, reported developed by Raymond M. Wilmotte, Washington radio engineering consultant.

Apr. 3—Results of second Broadcast Measurement Bureau study were found better than average by over 75% of subscribing broadcasters, according to BROADCASTING • TELECASTING Trends survey.

Apr. 5—Bill to ban broadcasting or telecasting of "gambling information" on sports events introduced at Justice Dept.'s request by Sen. Ed C. Johnson.

(Continued on page 34)

HOW TO SELL YOUR RADIO PROGRAM OR IDEAS, Transcription or Service TO 147 RADIO STATIONS

Our successful traveling sales force *(now on the road)* can sell for you on straight commission arrangement—

Here may be just what you have been looking for.

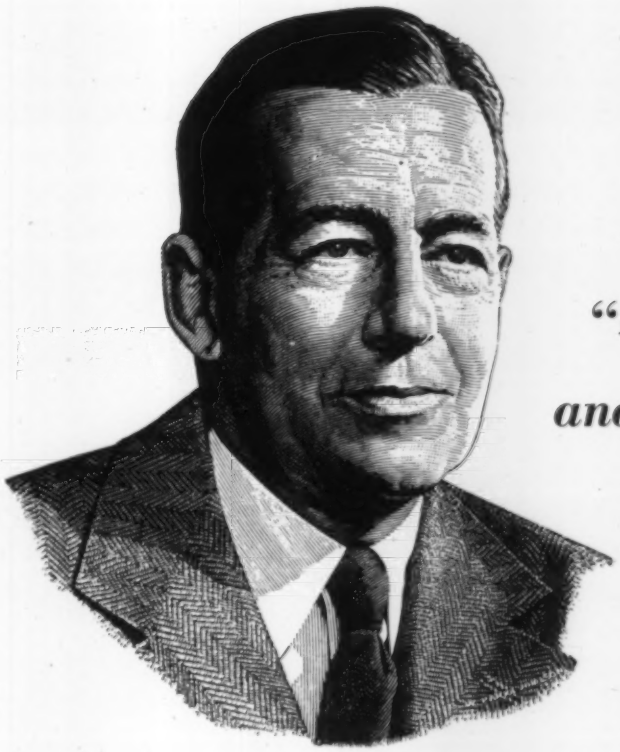
This advertisement is published by a nationally known organization which has successfully sold our own radio program idea to over 147 stations in the past 10 months.

Our men are out on the road right now, closing contracts with additional stations at better than 2 every day. Although they have but one program idea to offer, they are making excellent money and so are we. However, we are always interested in cutting our sales costs and increasing their earnings.

So, we find we can represent 2 or 3 additional shows or services and can offer the proposition selected in every community just as efficiently as we are now selling our own show. Commission basis only. Here's your chance to acquire the services of our experienced, successful, traveling sales organization now covering radio stations all over . . . and without risking a dime . . . provided you have a proposition that we consider practical, salable and profitable.

Please give complete information and your full proposal in first letter (it will be treated in confidence), or phone us and speak to our Mr. Whitehouse, Mulberry 2532.

MAURICE AZRAEL, Copyright Owner
LUCKY SOCIAL SECURITY NUMBERS PROGRAM
1000 N. Charles Street
Baltimore 1, Maryland



"Freedom of thought and independence of action..."

DONALD W. DOUGLAS

President, Douglas Aircraft Company, Inc.

"Freedom of thought and independence of action are among the keynotes of America's economy. They are fundamental to our way of life. Systematic savings through the Payroll Savings Plan help the individual maintain his own independence and freedom of action and make us strong as a nation."

In more than 21,000 large companies (employing 100 or more) and in many smaller companies, more than 8,000,000 men and women are helping to keep America strong. By systematic saving in U. S. Savings Bonds they are doing their part to offset inflationary tendencies . . . they are building a reservoir of future purchasing power to support industry...they are providing financial independence for themselves and their families.

The widespread success of the Payroll Savings Plan is an excellent example of our freedom of thought and independence of action. Far-sighted employers *offered* these 8,000,000 Americans an *opportunity* to enroll in the Payroll Savings Plan. There was no pressure, no emotional stimulation. A Payroll Savings Plan application was placed before them. They "signed up"—to the benefit of themselves, their companies and their country.

Has *every* man and woman in your company been *offered* an opportunity to share in the benefits of the Payroll Savings Plan? How about the newer employees? How about those who did not sign before but may wish to do so now? Delegate one of your top executives to conduct a person-to-person canvass of your employees to make sure that *every* man and woman gets an application blank. You don't have to urge them to enroll, or to increase their present allotment—they are anxious to build for their own independence.

Get in touch with your State Director, U. S. Treasury Department, Savings Bonds Division. He is ready to help you—with a package plan that reduces your work to the minimum.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the G. M. Basford Company and

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Your 1951 BROADCASTING Yearbook —

. . . is being printed. It will be mailed to BROADCASTING subscribers within the next few weeks.

You'll refer to this 3½ lb. radio-tv source book throughout the year for vital business information, available from no other source.

For instance—How much do advertisers spend for spot, network, regional and local campaigns? Who handles the account?

You'll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-tv stations, including top personnel, network affiliate, national representative, services—plus some 50 directories covering the wingspread of radio, television and related businesses.

Yearbooks will be sent to regular BROADCASTING subscribers immediately upon completion.

If you're not a subscriber, there's still time to get in on the first mailing. Here's a handy order form:

BROADCASTING • Telecasting

870 NATIONAL PRESS BLDG.

WASHINGTON 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the bonus '51 Yearbook as part of this order.

☐ $7 enclosed ☐ please bill

NAME

STREET

COMPANY

CITY ZONE STATE

Radio-TV Highlight

(Continued from page 32)

(D-Col.), though he disapproved its far-reaching scope.

Apr. 10—General Mills buys 65 half-hour periods on NBC for whirlwind summer campaign, with cost estimated at $700,000 for time and production.

Apr. 11—Television has a larger audience than major magazines, says Sylvester L. (Pat) Weaver, NBC vice president in charge of TV.

Apr. 12-15—Latest technical developments in radio and TV unveiled at NAB's Fourth Annual Engineering Conference, in Chicago.

Apr. 14—AT&T officials foresee network TV facilities from coast to coast by 1951.

Apr. 15-16—Big Ten Conference bans live telecasts of its member-college football games for "at least one year" as Intercollegiate Conference holds TV "adverse" to attendance.

Apr. 17-19—NAB convention in Chicago, with William B. Ryan, KFI Los Angeles, named NAB general manager starting May 1.

Apr. 20—Death of Frank R. McNinch, 77, who was 1937-39 chairman of FCC.

Apr. 20-21—Radio Mfrs. Assn. decides to name fulltime paid president.

Apr. 24—FCC opposes Justice Dept. bill against broadcasting gambling information on sports events, offers more limited substitute as Senate hearings enter homestretch.

Apr. 24—Radio attorneys oppose adoption by FCC of "uniform policy" toward applicants who have violated anti-trust and other non-radio laws.

Apr. 24—Brig. Gen. David Sarnoff, RCA chairman, sees TV as $3-5 billion per year industry within five years.

Apr. 24-26—AP, UP, and INS all report increased service to broadcasters as American Newspaper Publishers Assn. convenes in New York.

May 1—NAB plans appointment of all-industry committee to study advisability of drafting code of practices for TV.

May 4—Peabody Awards winners announced.

May 15—Jerry N. Jordan survey offers documented proof that sports attendance does not suffer from TV after novelty of set ownership wears off.

May 15—BROADCASTING Trends survey indicates further expansion of radio billings is in offing, especially on national spot and local levels.

May 17—CBS resigns from NAB. ABC follows two weeks later.

May 17—Senate kills President Truman's plan to "reorganize" FCC along lines proposed by Hoover Commission.

May 22—NAB announces formation of committee of top business and industry figures to cooperate with broadcasters in mapping economic trends and planning for future.

May 24—Broadcast Music Inc. is attacked in complaints filed with FCC and Federal Trade Commission by Kenneth H. Davis, attorney, who says he proposes to dissolve BMI.

May 25—Trend toward rising station operating costs is starting to level off for first time in several years, according to NAB Employe-Employer Relations Director Richard P. Doherty.

May 26—FCC completes nine-month-old color TV proceeding.

May 26—Senate Commerce Committee approves compromise gambling bill banning radio-TV broadcast of odds and similar data before horse races but permitting them during and afterward.

May 27—In first round of return bout in talent war, NBC outbids CBS for Groucho Marx, follows up by signing Bob Hope to five-year contract two weeks later, at same time selling his Tuesday night radio show to Chesterfield for reported $30,000 weekly talent price.

June 1—U.S. District Court for District of Columbia dismisses three suits against transit radio, holds transit service is not "inconsistent with the public convenience, comfort, and safety."

June 5—Television Broadcasters Assn. announces membership drive, expansion program.

June 5-8—Radio Mfrs. Assn. reorganizes at annual convention, changes name to Radio-Television Mfrs. Assn., names R. C. Sprague, Sprague Electric Co., as board chairman and also president pending selection of fulltime paid president.

June 8—KFI Los Angeles asks employes to sign anti-Communist oath in what is believed to be first instance of its kind.

June 11—Death of John Shepard 3d, founder of Yankee Network.

June 14—FCC's hearing on news policies of G. A. Richards (KMPC Los Angeles, WJR Detroit, WGAR Cleveland) opens in Los Angeles while Capitol Hill hears demands that FCC account for its action.

June 19—ABC signs Don McNeill, *Breakfast Club* m.c., to 20-year contract, reportedly longest single agreement ever signed with a radio personality.

June 19—Networks' talent-buying spree continues: ABC signs *Screen Guild Players*, NBC signs Kate Smith and Comedian Ransom Sherman to five-year TV contracts, while Philip Morris & Co. buys *Truth or Consequences* for radio and TV on CBS.

June 20—Senate unanimously confirms FCC Comr. George E. Sterling for new seven-year term.

June 20-22—NAB Board adopts media committee system (AM, FM, TV), cuts budget from $798,000 to $706,000.

June 22—FCC drops investigation of NBC-TV's 2½-hour Saturday night program, saying network has eliminated details which conflicted with FCC network rules.

June 23—AT&T microwave relays to complete transcontinental TV network by Jan. 1, 1952, are authorized by FCC.

June 25—Hostilities break out in Korea; radio begins to gird itself for emergency operations.

June 27—Paul H. Willis, Carnation Co. general advertising manager, credits radio with an "unparalleled, all-time record of economic mass selling."

July 3—Stanley G. Breyer, KJBS San Francisco, touches off industry-wide debate with advertisements in BROADCASTING • TELECASTING calling for survey to test Pulse and Hooper rating methods.

July 6—Congressional leaders call for expanded use of radio and TV by U.S. overseas, and Brig. Gen. David Sarnoff, RCA board chairman, advocates $200 million world network.

July 11—"Condon Committee" submits its color TV report to Senate Interstate and Foreign Commerce Committee.

July 14—RTMA officials say war needs may cut radio-TV civilian production 10-20%.

July 14—Maurice B. Mitchell resigns as director of Broadcast Advertising Bureau to join NBC executive sales staff.

July 17—President Truman asks Congress for additional $89 million to expand Voice of America.

July 18—Death of John J. Gillin Jr., 45, president and general manager of WOW-AM-TV Omaha and one of radio's pioneers.

July 21—With White House approval, NAB plans to set up Broadcasters Defense Council to unify radio participation in nation's defense effort.

July 21—FCC says network representation of affiliates in sale of advertising does not violate FCC rules—but that it hasn't decided whether rules should be changed.

July 24—Assn. of National Advertisers campaign for radio rate cuts receives setback as three of four major networks refuse conference invitation.

July 27—Proposals to levy license fees for government services, including those of FCC, referred to various Senate committees for study.

July 31—Navy Secretary Francis P. Matthews named president of WOW-AM-TV Omaha succeeding the late John J. Gillin Jr.

July 31—RCA tells FCC it has made substantial progress in development of its tri-color picture tube.

Aug. 3—Radio and TV broadcasting classified as "essential industry" by Commerce Dept.

Aug. 7—Korean outbreak's influence on listening seen as eight major advertisers turn to network or regional news programs to exploit their products.

IN SPECIAL ceremony, NAB plaque is presented to WJEH Gallipolis, Ohio. L to r are Bill Watterson, station announcer; Paul E. Watson, president, Gallipolis Chamber of Commerce; Truman A. Morris, station's manager. Chamber lauded WJEH for its community services during a blizzard and flood which disrupted transportation and communication in the area.

Aug. 7—TV's formal entry into higher education is planned in project developed jointly by WWJ-TV Detroit and U. of Michigan.

Aug. 7—Committee of five FM broadcasters formed to fight FM's battles.

Aug. 7-8—NAB board drafts plans for radio-TV service in national emergency; also decides to set up "Super-BAB" (Broadcast Advertising Bureau supported by million-dollar budget.

Aug. 8—National Electronics Mobilization Committee, to cooperate with government officials on mobilization problems, formed jointly by RTMA and National Security Industrial Assn.

Aug. 9, 11, 14—House committee holds hearings on McFarland Bill (S 1973) to reorganize FCC procedures, which Senate had reactivated by passing it a second time.

Aug. 14—Broadcast revenues increased in 1949 but gains in operating costs left lowest margin of profit in industry's history, according to Richard P. Doherty, NAB employe-employer relations director.

Aug. 19—Gillette Safety Razor Co. pays $800,000 for TV rights to World Series—four times the 1949 cost—plus $175,000 for radio rights.

Aug. 21—BROADCASTING • TELECASTING's Fall Business Roundup indicates autumn radio advertising volume will equal and probably exceed 1949's.

Aug. 21—Hugh M. P. Higgins, vice president and general manager of WMOA Marietta, Ohio, is appointed interim director of BAB.

Aug. 28—National radio-TV advertising in 1949 at least equalled the totals of newspapers and magazines and probably will lead other media in 1950, according to National Assn. of Radio Station Representatives compilations.

Aug. 29—U.S. district court in Cleveland holds *Lorain* (Ohio) *Journal* violated anti-trust laws in competitive practices toward WEOL Elyria-Lorain.

Sept. 1—FCC issues color TV report favoring CBS system but proposing to delay decision pending study of new developments if manufacturers will build "bracket sets" in meantime.

Sept. 6—Second session of conference to work out new North American Regional Broadcasting Agreement opens in Washington.

Sept. 11—Muzak Corp. revives its subscription radio proposal under name of "narrowcasting," says it can provide nationwide FM service.

Sept. 25—President Truman sends civil defense plan to Congress, designating communications as the "nerve system."

Oct. 2—Liberty Broadcasting System, nation's fifth network, commences full-time service.

Oct. 6—In move to equalize competition among TV networks, FCC proposes to govern amount of time TV stations in one-, two-, and three-station markets may take from any one network.

Oct. 6—FCC abandons proposal to "forfeit" construction permits of stations which are sold before program tests commence.

Oct. 11—Extending congratulations to BROADCASTING • TELECASTING as it prepares to enter 20th year Oct. 16, President Truman reaffirmed faith in radio and TV, which he called "audible journalism."

Oct. 11—FCC approves CBS color TV system, effective Nov. 20, after set manufacturers report they are unable to comply with FCC's "bracket standards" proposal.

Oct. 16—Second major phase of FCC's television proceedings—general allocation questions—gets under way.

Oct. 19—Protests by DuMont Labs and ABC lead FCC to order investigation of AT&T's allocation of time on its intercity TV facilities.

Oct. 20—General Tire & Rubber Co., owner of Yankee Network, bids $12,320,000 for Don Lee Broadcasting System and associated properties from Thomas S. Lee Estate, with KTSL (TV) Los Angeles to be re-sold to CBS. Bid was accepted subject to FCC approval, which was given Dec. 27.

Oct. 26—National Production Authority warns manufacturers to expect limitations—up to 20 or 30%—on consumption of vital raw materials.

Nov. 15—New North American Regional Broadcasting Agreement is signed by delegates of five nations, Mexico having withdrawn from conference. Clear Channel Broadcasting Service announces it will fight ratification.

Nov. 15-17—NAB Board charts federating process by which AM-FM and television services will be split to give TV greatly increased autonomy.

Nov. 20—Analysis of 1950 baseball attendance shows major league broadcasts cut into minor league gate receipts, but that neither major nor minor leagues are seriously hurt by TV, according to Jerry N. Jordan.

Nov. 20—Henry P. Johnston, general manager of WSGN Birmingham, is elected president of new Broadcast Audience Measurement Inc.

Nov. 24—FCC, which with Defense Dept. is "studying the use of radio in event of war," puts stations on notice that national defense-emergency authorizations will be made "from time to time" which may affect them but cannot be made public for security reasons.

Nov. 26—Progressive Broadcasting System commences operation.

Nov. 27-29—President's Temporary Communications Policy Board studies proposed recommendation for setting up top-level "National Telecommunications Policy Board."

Dec. 5—RCA begins series of Washington demonstrations of its color TV system, wins acclaim for improved performance.

Dec. 6—Acting on one of its oldest and most controversial cases FCC proposes to renew license of Hearst Radio's WBAL Baltimore and deny Commentator-Columnists Drew Pearson and Robert S. Allen's application for WBAL's 50 kw facilities.

Dec. 8—Television Broadcasters Assn. holds annual Television Clinic in New York, re-elects J. R. Poppele president for seventh term, plans conferences with NAB to discuss merger of TBA into projected NAB-TV.

Dec. 14—Broadcast Advisory Council is assured by President Truman that radio and TV stations are not to be seized under the government's emergency powers.

Dec. 18—NBC plan to force radio affiliates in TV markets to cut evening time rates appears stalled, with affiliates girding for battle.

Dec. 18—FCC's scheduled investigation of AT&T cable allocations appears averted as TV networks agree on new formula to resolve their conflicting time requirements.

Dec. 19—Defense Dept. asks Congress to enact bill giving President far-reaching powers to "control" radio signals in times of war, emergency, or "strained international relationships."

Dec. 21—FCC's hearing on news policies of Station Owner G. A. (Dick) Richards ends after 114 days, 275 witnesses, 18,000 pages of testimony and 1,200 exhibits.

Dec. 22—Chicago federal court dismisses suit brought by RCA against FCC's color TV decision, but continues temporary restraining order (issued Nov. 16) against commercial use of CBS system pending appeal to U.S. Supreme Court.

Dec. 25—BROADCASTING • TELECASTING Yearend Roundup indicates new business records for radio and TV in 1951, despite war clouds.

Dec. 26—Gillette Safety Razor Co. buys TV rights to World Series and baseball's annual All Star games for next six years at $1 million a year, highest price ever paid.

Dec. 28—Zenith Radio Corp. prepares to begin its test of Phonevision, thrice delayed, in Chicago on Jan. 1, 1951.

GE DEFENSE

Appoint CD Coordinator

APPOINTMENT of a civil defense planning coordinator to supervise requests for services of electronics experts and to help local communities plan communications systems was announced Dec. 29 by Dr. W. R. G. Baker, General Electric vice president and general manager of the company's electronics department.

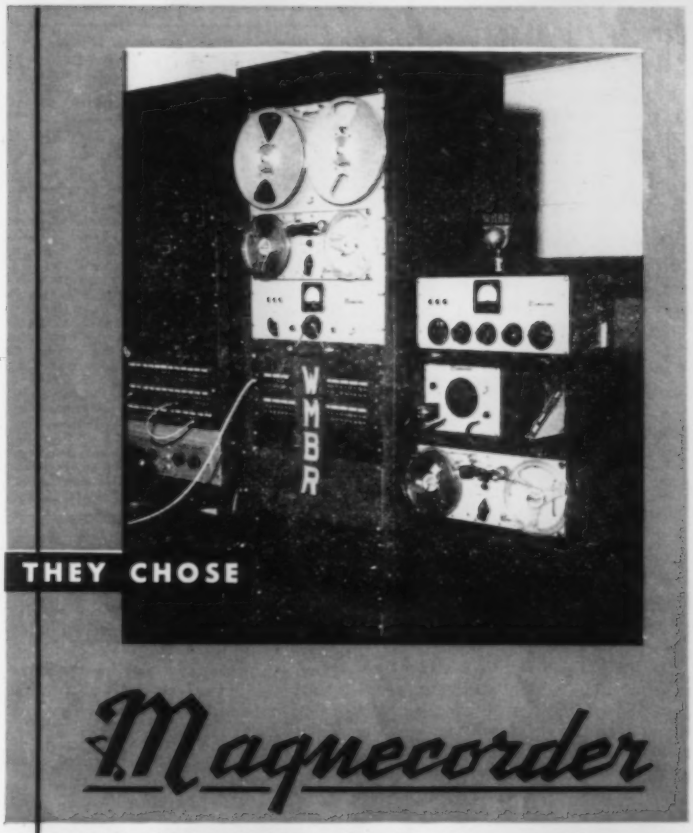
At the same time Dr. Baker announced the establishment of a departmental committee to direct a broad program of assistance in the electronics field to civil defense organizations. One of its major steps will be to offer technical and engineering aid to local communities.

Neal F. Harmon, former Atlanta sales engineer, was named to head the post of civil defense planning coordinator. Under his direction, electronics experts will be made available for consultation on coordination of police, fire, taxicab and other radio systems. Mr. Harmon served with GE from 1933 to 1937, and later became sales counselor for the GE Electric Supply Corp.

Other steps in the company's program include the study of new or existing electronic devices which would be designed to aid in establishing an adequate civil defense program. Dr. Baker also announced conversion of a former tube plant at Utica, N. Y., to facilitate expansion of production of two-way radio equipment, which, he said, will provide the "backbone of civil defense communications systems."

Harold Springer

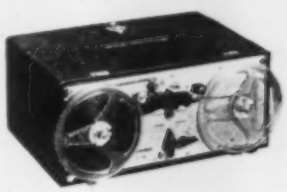
FUNERAL services were held Dec. 29 for Harold N. (Harry) Springer, 51, musical director at WENY-AM-FM Elmira, N. Y., who died two days earlier at Arnot-Ogden Hospital. Mr. Springer joined WENY (formerly WESG) in 1932 as organist and director of music, and held those positions until his resignation due to illness last year. In addition to radio work, he also directed his own dance band. A veteran of World War I and member of the American Legion, he was given a military burial at Elmira's Woodlawn National Cemetery.



THEY CHOSE

Magnecorder

THE FIRST CHOICE OF RADIO ENGINEERS



FLEXIBILITY

In rack or console, or in its really portable cases, the Magnecorder will suit every purpose. PT6 Series shown is the most widely used professional tape recorder in the world, and is available with 3 speeds (3¾", 7½", 15") if preferred.

FIDELITY

Lifelike tone quality, low distortion meet N.A.B. standards — and at a moderate price! PT63 Series shown in rack mount also offers three heads to erase, record, and play back to monitor from the tape while recording.

FEATURES

PT7 accommodates 10½" reels and offers 3 heads, positive timing and push-button control. PT7 Series shown in complete console model is also available for portable or rack mount. For outstanding recording equipment, see the complete Magnecord line — PT6, PT63 and PT7.

WRITE FOR NEW CATALOG

Magnecord, Inc., Dept. B-1
360 N. Michigan Ave., Chicago 1, Ill.
Send me latest catalog of Magnecord Equipment.

Name.....

Address.....

City..... Zone..... State.....

Magnecord, INC.
360 NORTH MICHIGAN AVE
CHICAGO 1, ILLINOIS

LIBEL LAW

SCOTUS Upholds Calif. Act

CALIFORNIA'S libel law embracing printed matter and broadcasts was given a vote of confidence by the U. S. Supreme Court last Tuesday [BROADCASTING • TELECASTING, Oct. 23, 1950]. The high court dismissed an appeal challenging the law's Constitutionality after it had agreed to hear argument and rule on the issue.

Involved was the question of how much protection the state can give newspapers or broadcasters when libelous matter is printed or broadcast. The case grew out of a suit against the Southern California Associated Newspapers by Erwin P. Werner, former city attorney of Los Angeles.

The plaintiff had contended that the state law, which excuses the broadcaster or publisher from paying general damages providing a retraction is broadcast or printed, is unconstitutional.

Calif. Libel Law

Upheld, in effect, is California's law on libel which states if a retraction is printed or broadcast in a "conspicuous manner in the newspaper or on the broadcasting station as were the statements claimed to be libelous" within 20 days after "knowledge of publication or broadcast of the statements claimed to be libelous," the person libeled can recover only special damages.

If a correction is asked but not published, the libeled (providing the matter is proved to be libelous in court) may recover general, special plus exemplary damages. Latter damages may be recovered only if "actual malice" in publication or broadcast is proved.

CORPORATE name of owner of CFPL London changed to London Free Press Printing Co. Ltd., and of CKXL Calgary to The Albertan Broadcasting Co. Ltd., according to announcement by Radio Branch, Dept. of Transport, Ottawa.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK NOV. 19-25, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(8.7)
1	1	Lux Radio Theatre (CBS)	20.9
2	2	Jack Benny Show (CBS)	20.3
3	4	Charlie McCarthy Show (CBS)	17.0
4	5	Godfrey's Talent Scouts (CBS)	16.6
5	3	Amos 'n' Andy (CBS)	16.5
6	10	Walter Winchell (ABC)	16.1
7	9	My Friend Irma (CBS)	15.2
8	6	Red Skelton (CBS)	15.0
9	16	Mystery Theatre (CBS)	14.7
10	8	Mr. Chameleon (CBS)	14.6
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.2)
1	1	Beu'ah (CBS)	11.9
2	3	Lone Ranger (ABC)	9.5
3	2	Oxydol Show (CBS)	9.4
WEEKDAY (Average For All Programs)			(5.1)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	10.0
2	5	Our Gal, Sunday (CBS)	8.9
3	2	Romance of Helen Trent (CBS)	8.7
4	6	Challenge of the Yukon (CBS)	8.3
5	3	Ma Perkins (CBS)	8.1
6	8	Arthur Godfrey (Nabisco) (CBS)	7.8
7	4	Wendy Warren and the News (CBS)	7.7
8	11	Arthur Godfrey (Gold Seal) (CBS)	7.7
9	7	Big Sister (CBS)	7.6
10	10	Rosemary (CBS)	7.6
DAY, SUNDAY (Average For All Programs)			(3.2)
1	1	True Detective Mysteries (MBS)	9.5
2	2	Shadow (MBS)	7.9
3	8	Symphonette (CBS)	6.2
DAY, SATURDAY (Average For All Programs)			(5.9)
1	1	Armstrong Theatre (CBS)	11.7
2	2	Stars Over Hollywood (CBS)	10.1
3	3	Grand Central Station (CBS)	9.9

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

ELECTION ORDERED

At WIBA Madison by NLRB

DIRECTIVE ordering an election at WIBA Madison, Wis., for the purpose of determining the bargaining representative of certain announcer personnel was issued last Tuesday by the National Labor Relations Board.

In a decision involving Badger Broadcasting Co., licensee of WIBA, and the American Federation of Radio Artists (AFL), the board ordered an election covering staff and farm announcers as well as sports broadcasters, but excluding the program director, news director, news editor, continuity writer and all supervisors. The news editor was ruled ineligible to vote on grounds that he devotes more than 50% of his time to other duties.

NLRB excluded the news director because, though not a supervisor within the meaning of the labor relations act, he is "so closely allied to the employer's management as to justify his exclusion from the unit."

New NARBA Change

WCEN Mt. Pleasant, Mich., which in early December was granted change to fulltime operation on its assigned 1150 kc with 500 w, has been authorized by FCC to modify its directional antenna so as to protect CKX Brandon, Man., Canada, according to the daytime skywave curves specified in the new NARBA which is awaiting ratification by the signitory countries. Under the criteria contained in the NARBA now expired, WCEN would not cause "objectionable" interference to CKX.

STATE DEPT. has requested from KALI Pasadena, for "Voice of America" broadcasts, recording of Spanish language description of annual New Year's Day Tournament of Roses Parade done by that station in cooperation with KNBH(TV) Hollywood.

WIBG ELECTION

Announcers Vote Against ACA

IN AN election conducted by the National Labor Relations Board, staff announcers at WIBG Philadelphia, licensed to the Seaboard Radio Broadcasting Corp., voted against the American Communications Assn. which sought the right to represent them in collective bargaining negotiations.

With elections supervised by M. Morgerman of NLRB, the announcers voted, 5-2, to reject the ACA, which last year had been dislodged from the Congress of Industrial Organizations (CIO) on grounds that the union was Communist-dominated.

The announcers, in effect, backed up the contention of Seaboard which claimed, in a labor dispute before NLRB, that ACA's allegedly Communist affiliations had disqualified it from participating in any elections.

NLRB had ruled, however, that as long as the union had complied with certain sections of the Taft-Hartley Act, it had no cause "to investigate the authenticity or truth of affidavits filed . . . as such investigations are, by the Act, made a function of the Dept. of Justice" [BROADCASTING • TELECASTING, Dec. 4, 1950].

In a subsequent decision the board, in mid-December, followed an earlier Court of Appeals ruling by declaring that failure of a union to file non-Communist affidavits does not excuse an employer, at the time of negotiations, from bargaining with the union.

LeBlanc Praises Radio

ROLE radio has played in successfully selling Hadacol, a dietary supplement manufactured by his firm, will be told by State Sen. Dudley J. LeBlanc, president of LeBlanc Corp., Lafayette, La., when he addresses Hollywood Ad Club members today (Monday) at Hollywood Roosevelt Hotel. John Weiser, vice president and Pacific Coast manager of Ruthrauff & Ryan, will preside as chairman of the day.

MAXWELL HOUSE COFFEE, a continuous KFYR advertiser for 16 years, knows that every advertising dollar spent over this "pulling" station is—"good to the last penny." Ask any John Blair man for complete KFYR facts and figures.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

KDRO LABOR CASE

NLRB Examiner Favors Union

PRELIMINARY findings in a labor dispute involving KDRO Sedalia, Mo. and two unions—the American Federation of Radio Artists (AFL) and International Brotherhood of Electrical Workers (AFL)—were issued last Tuesday by an NLRB examiner.

Examiner John Lewis in an intermediate report ruled that announcers at KDRO constitute a unit appropriate for collective bargaining, and upheld union complaints that Milton Hinlein, KDRO president and licensee, had "refused" to bargain with AFRA after May 20, 1950. Station also was charged with "discriminating" against two employes by discharging them for engaging in union activities, and was ordered to reinstate them.

Mr. Hinlein denied the commission of any unfair labor practices. He stated that one employe, Robert Younger, was discharged May 16, 1950, for "disrupting normal and customary relationships between fellow employes and management," and the other, James Harvey, on June 9, 1950, because of "economic pressure and threatening manpower shortage." KDRO was forced to eliminate use of announcers and substitute "combination men" operation, a normal practice at small town radio stations, Mr. Hinlein explained.

The KDRO president also told Examiner Lewis that Mr. Younger, since his dismissal, had engaged in "acts of violence" against station employes and had attempted to induce advertisers to severe business relations with KDRO.

SCRIPT CONTEST

Set by 'Dr. Christian'

TENTH annual Dr. Christian radio script competition was announced on *Dr. Christian* over CBS, Jan. 3, 8:30-9 p.m., with a first prize of $2,000, three special prizes of $500 each, and payment for any other scripts used on the program to be between $250 and $350.

A deadline of Feb. 28 has been set, and judges will be announced soon. The contest is open to the public, including past winners. Scripts need not be typewritten. A folder of rules may be had by writing: Dr. Christian Award, 17 State St., New York 4, N. Y.

Moves Studios

KVOE Santa Ana, Calif., has moved its studios from the transmitter site on Willowick Golf Course to the Commerical National Bank Bldg., at 105 E 5th St. Studios now adjoin station executive offices.

THIRTY-SIX CBS employes in Armed Forces at end of 1950, network reports. Severance pay and re-employment guarantee provided by network.

E. R. VADEBONCOEUR, vice president and news commentator, WSYR-AM-TV Syracuse, N. Y., is honored at a testimonial luncheon by Syracuse Lions Club which presented him with an achievement award for service to the club and to the community. L to r: Robert Ganger, executive vice president of P. Lorillard Co., sponsor of Mr. Vadeboncoeur's WSYR broadcasts; W. W. Chaplin, NBC commentator and luncheon guest speaker; Mr. Vadeboncoeur; Merritt G. Curtis, president, Lions Club; Farnsworth W. Reckerd, toastmaster.

MAGNETIC TAPE

'Fortune' Notes Strides

ACOUSTICAL magic of magnetic tape recording is highpointed in an article printed in the January issue of *Fortune* magazine. The article, well illustrated with color and black-and-white photographs, claims magnetic tape recording has overturned "the basic sound-recording techniques of the radio, phonograph-record and motion-picture industries" in the past three or four years.

In describing its uses (tape recorders have been on the market less than five years, the article says), the multi-application of the technique industry-wide is underscored.

Article points out that in radio, "where executives once turned livid at the mention of 'canned' programs, tape-recorded shows now comprise 25% of network broadcasts. In television, magnetic recordings are beginning to provide the sound for filmed shows. (And a few engineers dream of recording the complete television signal—picture and all — on magnetic tape.)"

WSDC OPENING

New Mich. Daytimer Starts

OFFICIAL opening of WSDC Marine City, Mich., was scheduled for last Saturday (Jan. 6), with the occasion being marked by an open house at the station's studios at 5300 Marine City Highway, approximately 1½ miles west of Marine City. WSDC broadcasts on 1590 kc with 1 kw daytime using a directional antenna.

Licensee is Radio St. Claire Inc. Officers of the corporation are President Jerry W. Coughlin, Vice President Wilma Drysdale and Secretary-Treasurer Everett W. Sawyer. National representative is Hil F. Best.

New SESAC Music

SIX music publishing houses changed affiliation to SESAC Inc. effective Jan. 1, according to Paul Heinecke, president, in the SESAC 20th anniversary monthly bulletin. The publishers include H. T. Fitzsimons Co. Inc., of Chicago; AMSCO Music. Pub. Co., Century Music Co., Keyboard Pub. Co., Heritage Music Pub. Inc. and Mercury Music Co., all of New York.

RADIO SCIENCE

NBS Meet April 16-18

SESSIONS at the regular spring meeting of the USA National Committee of the International Scientific Radio Union and the professional group on antennas and wave propagation of the Institute of Radio Engineers will be held at the National Bureau of Standards, Washington, D. C., April 16-18 in recognition of the bureau's semicentennial, it was announced last week.

First day will be taken up with administrative meetings followed by technical sessions the other two days. Four URSI commissions are sponsoring technical sessions dealing with radio propagation, noise and antennas. Advance registration cards may be obtained from Dr. Newbern Smith, of NBS, secretary, after March 1.

Arkansas Meet Feb. 5

ANNUAL meeting of the Arkansas Broadcasters Assn. will be held Feb. 5 in Little Rock, Ark., according to Ted Rand, KDRS Paragould, secretary treasurer of ABA. Details of the meeting will be worked out at a board of directors gathering today (Monday).

KNX Hollywood awarded special citation by American Legion "in grateful appreciation" for its outstanding contributions to success of 32d national convention held in Los Angeles.

CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION

WJW

is pleased

to announce

the appointment of

H-R REPRESENTATIVES, INC.

AS NATIONAL REPRESENTATIVES

Effective January 1, 1951

BILL O'NEIL
PRESIDENT

CLEVELAND'S Chief STATION

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

NEWSPRINT

CBS Notes Shortage Threat; Government Eyes Issue

FIRST faint rumbling within the radio industry of publishers' increasing newsprint problems and the probable effect on broadcast advertising was echoed on at least one network front last week—though the issue arose only inadvertently.

CBS' Press Information department informed trade press editors that "due to the present national emergency," its paper supply will be curtailed, resulting in some cases in a "tightening up of CBS program news."

Network authorities explained the action was not occasioned by any legislative decree, but was taken in "anticipation of newsprint restrictions." They added that "we have every reason to believe this curtailment will be slight."

Growing newsprint problems — the sharp rise of paper costs and the fear of scarcities—have commanded the attention of government and industry officials alike in recent months. Government control of newsprint supply would have far-reaching implications in the broadcast advertising picture, touching on national network and spot billings, rate structures and other facets, authorities agree.

But officials of National Production Authority, now vested with power to allocate paper under the 1950 Defense Production Act, told BROADCASTING • TELECASTING last week they felt there is no immediate need for controls at this time.

The government recognizes that newsprint is in "tight supply," an NPA official explained, but in view of "lack of complaints" from publishers it has decided not to invoke stringent controls at present. While publishers have complained that costs have skyrocketed as much as 100% in recent years, they attest that shortages are not yet "too severe," it was explained.

Many publishers, some of whom own broadcast outlets, already have begun to allocate advertising space and increase circulation rates, it is understood. About 25% of the nation's radio stations are newspaper-owned.

The *Albuquerque Journal*, whose Albuquerque Broadcasting Co. is licensee of KOB-AM-TV, has notified advertisers they will be limited to 85% of the space they used in December 1949. Newspaper also has advised KVER Albuquerque that it must limit itself to 70 inches per week. KVER also has raised its air rates, according to William T. Kemp, president and general manager. There also were reports that the *Plainview* (Tex.) *Daily Herald* has begun to ration space.

A $200 trip to New Orleans for the Sugar Bowl football game between Oklahoma U. and Kentucky U. was awarded to the winner of KTOK Oklahoma City's letter-writing contest on "I prefer KTOK's 10 p.m. news because ..." Proud husband, T. Price Sparks (l), looks on as the winner, Mrs. Sparks, receives prize tickets and hotel reservations from Harry Cornbaum, Rainbow Travel Service. John Dunn, judge of the contest and radio instructor at Oklahoma U., and General Manager Edgar T. Bell (r) of KTOK, look on.

Strictly Business

(Continued from page 12)

sailed the Pacific seas, visiting China and Korea, among other places. He was released from duty in May 1946, when his ship was decommissioned after racking-up more than 30,000 miles in a single year.

He returned home and studied a year at Lake Forest College, a school which has the distinction of once owning the town in which it is located. The college was established before the Civil War, and held deeds to almost all the property in the township before the town was incorporated.

Jerry majored in English, dramatics and psychology, all of which are combined in his radio sales activities. He organized the first campus club for independent men and under his direction, membership grew from three to 150 within two months.

To gain a knowledge of 'intangible selling," Jerry worked as a salesman for McCormick School of Commerce in Chicago after graduation. Tangibles were ready to be dealt with, in the form of tin cans, when he met a friend—a radio salesman. Asked what he was doing, Jerry replied he was just about to begin selling tin cans. The friend considered this "sort of ridiculous;" Jerry pondered a moment, agreed, and decided to go into radio.

That same friend introduced him to the sales manager of WLS Chicago, who promptly hired Jerry as sales service manager. This was another kind of tangible.

After WLS experience, Jerry worked in Chicago for a trade journal before joining the Walker Co. During that time, he traveled around the country, met hundreds of station men and settled upon representative work as an ideal blend of both tangibles and intangibles.

Common Sense Policy

As Chicago manager of Walker, he represents all AM stations in the company's lineup. These include the Aloha Network, comprised of six stations in Hawaii, and the Z-Bar Network of five stations plus KXLY Spokane and KXL Portland. Although he hasn't arrived at a comprehensive and shatter-proof formula for salesmanship, Jerry thinks parts of it are common sense, knowledge of the product and the desires of the client, and frequent visits to agencies.

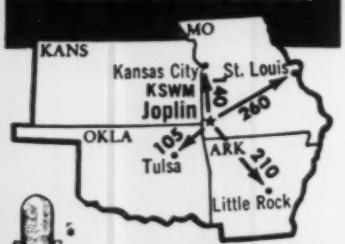
He sees a trend among buyers of spot to "examine each buy more carefully" and to familiarize themselves with all facets of what they purchase—merchandising possibilities, show histories and follow-through offered by the individual station. Although "this seems to be the tactic of a client with little money to spend," the converse is true, he says, as business is good and looks as though it will be better.

Jerry holds membership in the Chicago Radio Management Club and the Western Advertising Golfers' Assn., a Chicago group of ad men which meets six times yearly for a golf match. Because his father is a pro, Jerry just whispers that his 18-hole score "varies widely."

Corley W. Kirby

CORLEY W. KIRBY, 56, assistant general sales manager for Crosley Div. of Avco Mfg. Corp., died Dec. 28 in Cincinnati after an illness of several months. Before his association with Crosley, Mr. Kirby had been with General Motors for 18 years, and prior to that with Detroit stations, including WWJ and WJR. He is survived by his widow, a son, mother, four sisters and one brother.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by
William G. Rambeau Co.
Austin A. Harrison, Pres.

SHELL EXCLUSIVE!

Shell Oil placed "Shell's Dinner Edition of the News" on KJR—their *only* radio in Western Washington.

KJR
SEATTLE
-THE VALUE-FULL STATION
ABC AFFILIATE

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

Toller's Success

(Continued from page 20)

Eternal vigilance is the price of perfection. In the prescription departments, at your three Toller Rexall drug stores, watchfulness is the watchword. Toller's pharmacists watch over the quality of the drugs by selecting only the preparations of manufacturers whose names are synonymous with dependability. Toller's pharmacists watch over freshness by weeding out those drugs that may strengthen or weaken with the passing of time. They watch over weights and measures with painstaking care in compounding procedures. Toller's watch over your good health with the eternal vigilance that is the price of prescription perfection. A prescription is precision-made medicine, engineered in strict conformity with the physician's formula. For prescription perfection think of your three Toller Rexall drug stores, located at Sixth and Pierce . . . Twenty-first and Court . . . and Fourth and Court Streets, in Sioux City.

Flaherty Comment

Eugene T. Flaherty, general manager of KSCJ and one of broadcasting's most experienced practitioners, has had an opportunity to observe Mr. Toller's promotional efforts for many years.

"The Toller story is one of success built on the consistent type of radio broadcast use," says Mr. Flaherty. "Mr. Toller, a man of the highest integrity, has never used special deals, contests, and all that sort of hoopla that the mill run of advertisers think they need to make radio work."

Another way Mr. Toller advertises his company is through employe relations. Each new worker is given a booklet titled "The Open Road to Success with the Toller Drug Co.," prefaced with a "message from the president," which states:

I think you will be happy in working with us. I want you to know that we shall do all in our power to make you feel at home and happy. I like to feel that all the folks at Toller's do the right thing, not because of rules and regulations, but because they WANT to do the right thing. I also want you to know that we at Toller's are a Democracy in which everyone is important and has equal rights with everyone else, and that all suggestions for betterment of our organization are gladly received. I earnestly invite you to help us make this a better organization to serve the important health needs of our city.

General manager of Toller's for the past two years has been Harold F. McClain, a big, friendly man with a youthful gait who joined the organization as a clerk at the outset of its "radio prosperity." It took Mr. McClain just three years to earn the title of sales manager, and two years later he was named assistant general manager.

Harold McClain is usually found working on the sales floor attired in one of the company's immaculate service jackets, worn by all sales people. By example, he makes each of his fellow workers feel that the "personality" of the store depends on the individual salesman.

"Has it ever occurred to you that Toller Drug Co. has its own personality just the same as an individual?" he asks. "Drug stores have a reputation of being mean, tight, stiff, stingy, chiseling—or square dealing, friendly, cordial, and informing. The men, women, and youngsters who trade at Toller's can tell you what the personality of Toller's is like. Their idea of Toller's comes from the men and women they meet in our stores. Those who work for us create the personality of Toller's, not only when they are on duty, but also when they are about town."

When they are "about town," Toller employes make it a point, on Mr. McClain's suggestion, to "catch" company-sponsored broadcasts and to urge their friends to do so. This not only builds listenership but keeps workers informed as to the news, aiding on-the-job conversation. This also helps employes keep abreast of Toller's promotion of certain products on a particular day.

Although Harold McClain has shouldered much of the management of the stores, Adolph Toller, at 62, still is in active charge of his organization. He is on the job from 9 a.m. to 6 p.m., usually six days a week. He regards his 180 employes as his "family."

AUCTION

AUDIENCE RATING PROGRAM*

WORKS FOR

WKBS

(Primary 1,630,000)

BUY A DAILY PROVED AUDIENCE IN THE RICH LONG ISLAND MARKET WITH 90 MILES OF BOSTON POST ROAD CITIES AS A BONUS.

312 ¼-hrs ..... $2,708.
365 1-min. spots ..... $811.

KEY BROADCASTING SYSTEM

Lee Hollingsworth, Pres.

Tel. Oyster Bay (L.I.) 6-2500

*Copyrighted. Available for your station. Rates on request.

CANADA BIDS

CBC Faces Heavy Applications

JANUARY meeting of Canadian Broadcasting Corp. board of governors at Montreal this Thursday will be faced with probably the heaviest list of applications for new AM stations in its history.

Five applications are in for stations at Saskatoon, Sask., where CFQC is now the only station. One of the Saskatoon applications is for a French-language station, and there are also applications for a French-language station, Gravelbourg, Sask., and at Timmins, Ont.

Experimental TV applications are being requested by RCA Victor at Montreal on Channel 5, and by Stewart-Warner Alemite Corp. of Canada at Belleville on Channel 10.

Applications are also in for a new 1 kw station on 630 kc at Edmonton. Construction permit for 1 kw on 1380 kc held by Radio Victoriaville Ltd., Victoriaville, Que., may be changed according to a request for two 250 w stations at Victoriaville and Drummondville, Que., to air the same program service. At St. John's, Nfld., there is an application for a new 5 kw station on 930 kc. The French-language station at Saskatoon being requested is for 1 kw on 950 kc, while other four Saskatoon applications are for 250 w stations on 1230, 1240 and 1340 kc.

A number of share transfers are being requested by stations in various parts of Canada. These include recapitalization of CKEY Toronto, with 10,000 preferred shares; transfer of 200 preferred and 10,100 common shares of CKOY Ottawa; transfer of 1,530 shares of CFCH North Bay, CJKL Kirkland Lake, and CKGB Timmins; transfer of 5,250 shares of CJAV Port Alberni; transfer of 1,174 preferred and 400 common shares of CKBW Bridgewater, and transfer of license of CJRL from Kenora Broadcasting Co. to C. W. Johnson, Kenora.

OUT-OF-HOME AUDIENCE

Pulse Records One-Fifth in Cincinnati

NEARLY a fifth of the Cincinnati area population listens to the radio out of their homes once or more daily, according to a July-August survey of the area's listening habits by Pulse Inc.

The survey covered four counties, Hamilton (Ohio), Kenton and Campbell (Kentucky) and Dearborn (Indiana). There are 282,910 radio homes in the area which has a population of 919,167. Pulse found 181,800 out-of-home listeners, who represent 19.8% of the total population.

Pulse visited 2,100 homes and asked 7,313 persons if they listened to the radio while away from their homes. Data was compiled on where this audience listens, the number of persons who listen once or more daily, percentage of the total audience the segment represents, and the relative share each station obtains.

Findings showed most of the out-of-home audience (40.8%) listened in automobiles, the second largest group (19.9%) while visiting the homes of others, the third biggest while at work (18.2%). Other out-of-home listening was recorded while outdoors, at business establishments, at restaurants and at retail stores.

Heaviest listening was at the noon hour when 15.1% of the total audience heard the radio away from home. During other time periods of the day and night (6 a.m. to midnight), listening fluctuated from 8.9% to 14.6%.

Collins 26W-1 Limiting Amplifier

Soups up your signal . . . adds to your coverage

Both AM and FM broadcasters can employ the Collins 26W-1 limiting amplifier to their very great advantage.

In AM transmitter applications it limits loud audio passages, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. This limiting action permits a higher average modulation level, and consequently a stronger transmitted signal.

In FM applications the 26W-1 is necessary to prevent excessive transmitter swing which produces distortion at the receiver due to the inability of the average discriminator to handle frequency swings greater than 150 kc. In FM systems, wide range audio makes such distortion very noticeable.

Write your nearest Collins representative for further information.

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

COLLINS

11 W. 42nd St. NEW YORK 18 | 2700 W. Olive Ave. BURBANK | 417 Rosalyn Ave. DAYTONA BEACH

Dogwood Road, Fountain City KNOXVILLE | 1330 N. Industrial Blvd. DALLAS 2

In The Public Interest

Letter of Thanks

WTVB Coldwater, Mich., recently received a letter from a listener thanking the station for the part played in helping her locate her ailing father. Her father, who had been ill, had walked over a mile and a half from his home to a super market where WTVB manager was conducting a show. The story was broadcast and the man was quickly identified and returned to his home.

New Bicycle

QUICKLY responding to the story of a young polio victim whose bicycle was stolen, related over *John and Joan* program, mail began pouring into KGVO Missoula, Mont. Within a few days a fund for a new bike began to swell with contributions from listeners. John and Joan now had a problem of what to do with all the money, so they asked their audience. The result was, half was to go for the youngster's Christmas present and the other half to go into the crippled children's fund at the local hospital.

Mercy Flight

AN emergency call from the National Foundation for Infantile Paralysis in Minneapolis to Motion Picture Director Dick Hance, KSTP-TV Minneapolis-St. Paul, requesting help in delivering a trachea collar for a stricken patient in Bismarck, N. D., brought fast action. Mr. Hance, well known for his on-the-spot coverage of news, called the local National Guard commander to arrange for a plane to fly the equipment to Bismarck. Mr. Hance picked up the collar at a local medical supply house and raced to the airfield with a police escort. The plane completed the last leg of the journey in a blinding snow storm but delivered the equipment safely.

Spots Bring Blood Donors

A LAST minute appeal for blood donors over WLAW Lawrence, Mass., brought a total of 54 volunteers. The Red Cross blood bank, drawing its campaign to a close, put in a call asking Fred Laffey, WLAW program director, for help. Immediately eight spots were written and broadcast. Response was rapid. A motorist driving near Lowell, nine miles away, heard the appeal, drove to Lawrence, gave his pint of blood, and continued on his way.

Interview Brings Response

MORE than 1,000 radios were donated to the U. S. Naval Hospital, Oakland, as the result of an interview by Miss Bobby Lyons, announcer of *Startime Theatre* on KGO-TV San Francisco, with Captain S. S. Cook, commandant of the hospital. Captain Cook commented that radios were the foremost recreational requirement for the hospital. The Navy assigned 30 trucks to pick up the radios from donating viewers.

TV Sets for Vets

KPIX (TV) San Francisco and KSFO San Francisco launched a fund-raising campaign for TV sets for veterans in the many VA hospitals in the bay area. Several TV set manufacturers have volunteered to donate sets to hospitals and others have promised to sell sets at cost. Also many contributions are pouring in from viewers and listeners, at whom pitch is mainly directed, the stations report.

Call for Donors

WHEN several persons were injured in a traffic accident near Medford, Ore., KMED Medford was asked to make an appeal for blood donors. Only four spot announcements had been made when the station was asked to cancel further requests. More than 300 donors had responded within a brief period to the appeal, according to Jennings Pierce, station manager.

Fund Raising Campaign

EDUCATIONAL and fund-raising campaign is being conducted against "Mediterranean anemia," hereditary blood disease peculiar to people whose origin is the Mediterranean area, by WOV New York. Programs will include discussions with parents of children afflicted by the disease and with research authorities, and will feature direct broadcasts from the Children's Clinic of New York Hospital and the Cornell Medical Center.

Funds Top Mark

IN the course of 31 days WCMB Lemoyne, Pa., raised a total of $5,000 for Nancy Witherow, who had been injured and needed treatment. The youngster, injured in a freak accident almost a year ago, and confined to a wheelchair since, had gone to Washington for an examination. The doctors thought she might walk again if given proper treatment. The treatment would cover six months or more and cost about $3,000 plus living expenses. The Junior Civic Club in her home town of New Cumberland took the story to WCMB. Pete Wambach, station disc jockey, was given the job of getting help from station listeners through a "*Christmas for Nancy*," fund. Using an hour each day, and two complete Saturday afternoons, he was able on Dec. 24 to take Nancy a Christmas tree laden with cards and $3,000 cash pinned to the top.

ATOMIC ATTACK

WIP Survival Show Praised

HOW TO survive an atomic attack proved a popular and effective program subject for WIP Philadelphia. An intensive promotion campaign preceded the first broadcast of the program, *You Can Survive an Atomic Attack*, highlighted by a "program preview" for leading civic, military and defense figures.

Those attending the pre-broadcast were quick to urge their organizations to listen to the broadcast, WIP reports. The Junior Chamber of Commerce used a direct-mail campaign to urge its members and their families to tune in the program. Military units, labor organizations, educational systems, leading department stores and industrial firms alerted their personnel to the broadcast.

Originated by Benedict Gimbel Jr., president and general manager of WIP, presentation of the program was handled by Dr. Richard Gerstell, consultant, Civil Defense, Office of National Security Resources Board, Washington. WIP reports it received many letters of praise from public officials for the atomic survival program, and request that the show be rebroadcast.

BREAKFAST "toast" honors Myrtle Green, who plays June Marlowe on Wieboldt Stores' *Your Neighbor* program, beginning its 16th year on WMAQ Chicago. L to r: Jack Haskell, NBC baritone who was guest on the anniversary show; Homer Heck, station program production director; Miss Green, the guest of honor; Howard B. Meyers, WMAQ sales manager, and Mel Hatwick, account executive at Needham, Louis & Brorby, agency.

DISPERSAL PLAN

Speedup Indicated by GSA

SPEEDUP of plans calling for dispersal of essential government agencies from Washington, D. C. to Virginia and Maryland was indicated last week by the General Services Administration and the Budget Bureau.

But the proposal as submitted on Capitol Hill appeared destined to be held over until the 82d Congress convenes this Wednesday.

The GSA appointed four consultants to help it map relocation plans and, together with the Budget Bureau, called on all government agencies and departments to submit comments on the "degree of disruption" such dispersal may have on their individual operations.

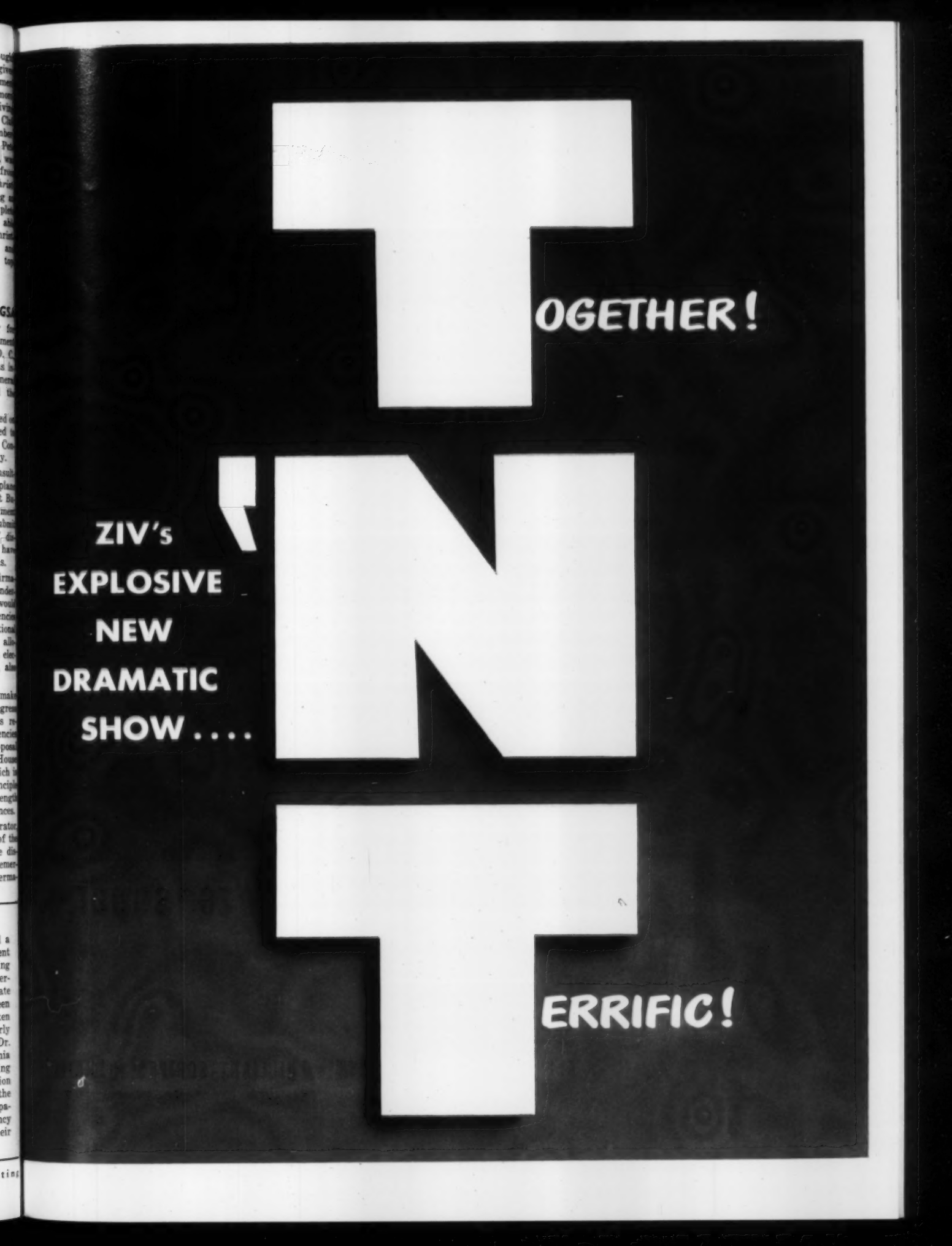
Though there was no confirmation from FCC sources, it is understood that the Commission would not be included with those agencies tabbed for relocation. National Production Authority, which allocates scarce materials used in electronics and other equipment, also was believed to be excluded.

The Budget Bureau would make its recommendations to Congress after studying the comments received from government agencies and departments. The proposal will be considered by the House Public Works Committee, which is said to favor the plan in principle but prefers to study it at length when the new session commences.

Jess Larson, GSA Administrator, who announced appointment of the consultants, stressed that the dispersal plan is not strictly an emergency blueprint but one for "permanent relocation . . ."

Mental Therapy

TELEVISION has proved a definite asset in the treatment of mental patients, according to Dr. Arthur Noyes, superintendent at Norristown State Hospital, Pa. "I have seen patients who have not spoken one word in months eagerly watching television," Dr. Noyes told the Pennsylvania Hopetown Assn. at a meeting in Philadelphia. "Television brings the activities of the outside world to these patients, who have a tendency to live in a world of their own," he declared.


T
OGETHER!
ZIV'S
EXPLOSIVE
NEW
DRAMATIC
SHOW....
'N
T
ERRIFIC!

FOR LOCAL

HUMPHREY BOGART

Alone... he's terrific!

They'll capture high, high ratings and a big, big audience for you!

TOGETHER . . they're super-terific

IN ZIV'S THRILL-FILLED NEW HALF-HOUR ADVENTURE SERIES . . .

"BOLD V

★ ALL STAR DRAMATIC CAST ★ BRILLIANT SCRIPTS ★ THRILLING ACTION

REGIONAL SPONSORSHIP!

editorial

Return to Rate Reason

WISER HEADS finally prevailed at NBC. Its badly timed foray for rate reductions on AM stations in TV markets, first slated for Jan. 1, and then postponed because of spontaneous opposition, now is indefinitely suspended. Time, we are convinced, will bring the irrefutable conclusion that it should be abandoned.

There should be no recriminations. NBC President Joseph H. McConnell called off the Jan. 10 meeting with affiliates over the New Year's weekend. He did so after he had access to the full facts. The project had been started before there was a Korea and after a number of advertisers had quietly put the squeeze on the networks.

NBC, in our view, had no chance of convincing a majority of the 48 stations affected that they should accept rate cuts up to 25% in their evening rates, to compensate for TV "penetration." The meeting, therefore, would have served only to aggravate tension and feeling.

We will agree with Mr. McConnell that a problem does exist by virtue of TV's advent. But the facts are that during the past decade, when radio circulation consistently hit new highs (and it's still going up, what with 15 million sets sold in 1950) network rates remained relatively unchanged. They should have been adjusted upward in tempo with increased circulation—following the consistent practice of the printed media. Radio is, and always has been, the biggest bargain in the advertising marts. The networks have never known their own strength.

Adjusting rates downward in evening hours to compensate for anything, springs from an entirely false premise. The time to talk adjustments, if at all, would be *after* increases have been effected commensurate with the increases in circulation, and after actual, rather than illusory measurements have been certified as to the extent to which TV has cut in on listening. Certainly the shell game of subtracting the number of TV homes from radio homes, on the premise that they don't listen when they have a TV set, is as illogical as the assumption that radio set owners never look at a newspaper or magazine.

To conclude that the battle is over, despite the soundness of radio's case, would be unrealistic. The ANA Radio-TV committee, under its new chairman, George Duram of Lever Bros., is conducting a fresh study. Of course, it must take cognizance of the later facts, and the emergency economic order, what with TV frozen as far as one can see ahead, with newsprint rationing at hand, and with other impending shortages which make essential the exploitation of brand names. [Besides, radio has learned a harsh lesson, and won't be caught again with its guard down.]

By stemming the rate tide, a lot of dollars that might have drifted away from radio have been salvaged. It's estimated that NBC and CBS had about $5 million in billings at stake; ABC $3 million and Mutual nearly $1 million.

Rates require constant study. But the real job is to get out and sell network radio, just as national spot and local are being sold. The national representatives have been doing a superb job. There are nearly 100 million sets in use—more than the combined circulations of all of the top national consumer magazines. The set doesn't have to be "renewed" each year, like newspaper and magazine subscriptions. The program is the thing.

So, for the present, radio has staved off a serious economic crisis. NBC's provisional committee was largely responsible. The sheer force of logic and fact sold President McConnell and his top echelon.

With this much accomplished, all networks should be mindful of the lesson they have learned. They should establish just and equitable rates. They should adhere to those rates. Affiliated stations should meet their network obligations and clear adequate time. They should promote the value of their network affiliations. Networks sell facilities—and potential coverage of 95% of America's firesides. Can any other medium—or all of them combined—make that claim?

Aces, Back-to-Back

IT TOOK all of radio's 30 years for it to happen. The Democratic leadership of the Senate is now graced by two outstanding statesmen—both of whom have won their spurs in the realm of radio communications. The new majority leader—Sen. Ernest W. McFarland—is chairman of the Senate Interstate Commerce Subcommittee on Communications, and has championed many a radio legislative cause.

And the majority whip—Sen. Lyndon B. Johnson of Texas—knows what it is to operate a station and meet a payroll. His wife is the owner of KTBC Austin.

It is gratifying to learn that both of these top-flight legislators will continue their service on the Interstate Commerce Committee, in which radio legislation originates. There will be no overt legislative acts which might undermine the freedom or well-being of the broadcast arts while they hold the Senatorial reins.

Emotion Conviction Action

A FEW WEEKS ago there reverberated throughout the land a tempest stirred by a cooperative advertising campaign of the Radio-TV Dealers Assn. which played to the emotions of children. A child without a TV set is ostracized, the first display argued. Public reaction soon killed that theme. It has happened before and probably will again.

We have just seen the advance proof of a page ad to appear in the 1951 BROADCASTING • TELECASTING YEARBOOK, now on the presses. It won't arouse old-subscribers to indignation, or set off the child psychologists. But it should provoke thought in the advertising crafts.

This ad was placed by Foote, Cone & Belding, one of the nation's top agencies, for itself. Read it:

For kindling EMOTION
For carrying CONVICTION
For creating ACTION
there is no more powerful
medium of communication than the
HUMAN VOICE.

That's why we believe in selling by telling—through RADIO.

And in selling by telling and demonstration—through TV.

Those words are suited for a plaque that should hang on the wall of every radio and TV station.

our respects to:

THEODORE IRVING OBERFELDER

AT THE age of 13 Theodore Irving Oberfelder was obsessed with the radio bug, an addiction that he wishes today would grab all New Yorkers by the ears.

Mr. Oberfelder, who is now manager of WJZ New York, built a crystal set when he was 13 and kept it tuned almost exclusively to WJZ, a listening habit that was not easy to avoid in those days as few other stations were on the air.

The crystal set brought more to Ted Oberfelder than the primitive programs of WJZ. It also gave him considerable stature among other youths in his neighborhood.

The set included a Fada glass-enclosed three-prong crystal detector which was considered a marvel among his contemporaries whose own sets were built around the unadorned cats-whiskers that could be bought at the nearest dime store.

Youthful visitors to the Oberfelder apartment were especially awed that so ornate an instrument could be constructed by such an unsophisticated lad. Mr. Oberfelder had only a short time before arrived in the big city fresh from Sidney, Neb. (pop. 1,100).

Ted Oberfelder was born in Boston Oct. 2, 1909, but when he was two months old his parents returned to his father's family home in Sidney. The Oberfelder family were Nebraska pioneers, and by the time Theodore was born the family holdings included large farms, ranches and mercantile enterprises.

At one time his family was the biggest shipper of buffalo hides in the world, and his early instruction in such activities prepared him admirably for the more devious skin games he was to encounter in later life in the advertising business.

When Ted Oberfelder was 12, his parents moved to New York, where, in addition to building crystal sets, he attended public schools. Mostly because of the prodding of his family he had decided to become a doctor.

Three years of pre-medical studies at New York U., however, convinced him he was not adapted to the medical profession. He had, for reasons now forgotten, become enamored of advertising, and he set out to find a job in that field.

Ted Oberfelder approached the problem of entering advertising with clinical precision. From the classified telephone directory he arranged all New York advertising agencies in lists according to their geographical location. One day he would visit those agencies situated within one zone and the next day those in an adjacent area. He had called on more than 60

(Continued on page 47)

GET ON THE BALL!

The station with top billing in the Southwest—the result of 28 years' programming experience with a complete staff for creating, writing, producing, and merchandising shows!

NOW PLAYING...

To a market area that shows a 50% population gain in 1950 over 1940.*

THE AUDIENCE...

Rated as number one in retail sales buying power in 19 major markets ranging from 500,000 to 1,000,000 in population!*

**Standard Rate and Data—1950-51 Consumer Markets*

WFAA-820 • **WFAA-570** • **WFAA-TV**

NBC, TQN—50,000 watts | ABC, TQN—5,000 watts | Channel Eight, NBC, ABC, DuMONT

MARTIN B. CAMPBELL, *General Manager*

Radio—Television Services of THE DALLAS MORNING NEWS

EDWARD PETRY and COMPANY, INC. National Representatives

front office

LEWIS ALLEN WEISS, formerly board chairman Don Lee Broadcasting System, Hollywood, now consultant in aircraft division Hughes Tool Co., L. A.

MORTON SIDLEY rejoins Lincoln Dellar California stations (KXOA Sacramento, KXOB Stockton, KXOC Chico) as director of sales. Functioning principally in national and regional field, Mr. Sidley in new capacity will coordinate sales and merchandising activities of three stations. In executive radio sales for past 10 years, he was KXOA sales manager for four years. Prior to that he was with KSFO San Francisco in similar position.

Mr. Sidley

VERN HERREN transfers from national spot sales NBC Chicago to spot TV sales as traffic manager. New salesmen in division are **RAYMOND M. PERITZ,** former vice president of Special Correspondents Inc., Chicago publicity and dealer advertising service, and **DAVID WILDER,** former radio-TV manager for Swift & Co. Radio spot additions are **JACK RAGEL,** traffic manager, who worked at WEAW (FM) Evanston, Ill., and **CLIFF J. BARBARKA Jr.,** who worked in sales department of Pepsodent.

S. M. FINLAYSON, general manager Canadian Marconi Co., owner CFCF Montreal, elected president of company at annual meeting in Montreal Dec. 29, succeeding **A. H. GINMAN,** who is retiring after almost 50 years with company. Mr. Ginman remains as member of board and adviser.

ROBERT P. MYERS, assistant general attorney NBC New York, to Lillick, Geary & McHose, L. A. and S. F. law firm. He will head L. A. office.

ALBERT DORSKIND, N. Y. attorney formerly with FCC, shifts to Hollywood as counsel for KTLA (TV).

HAROLD E. KING, manager KHBG Okmulgee, Okla., to WPKE Pikeville, Ky.

KSJO San Jose and **KHUB Watsonville** opened national sales office in S. F. Jan. 1 under direction of **HAL H. HOFFMAN.** Offices at 607 Market St.; telephone Yukon 6-2102. Mr. Hoffman, presently sales manager for Forjoe & Co., S. F. radio representative firm, will be replaced at Forjoe by **ZONA SAMSON,** formerly with Biow Co., S. F.

ARMAND LEMONT and **JACK LEIGHTE,** new to radio, to KWKW Pasadena, Calif., as account executives.

BERNIE UNDERSTEIN, advertising salesman *Washington Daily News,* to WTOP-TV Washington as sales representative. He replaces **WILLIAM TREYNOR,** who is now with NAB.

BERT WEST, Columbia Pacific Network sales service manager and broker representative, appointed CPN-KNX Hollywood account executive. **ROBERT WOOD,** KNX sales service manager, also appointed account executive. CPN and KNX sales service functions now consolidated into one office with **ROBERT PEREZ,** formerly KNX-CPN news bureau, as sales service manager over both.

JAMES L. THOMAS appointed commercial manager KCOW Alliance, Neb., replacing **ARNOLD KUHN,** resigned.

ART MORTENSEN, CBS Hollywood merchandising director and account executive, to KFI-TV Los Angeles as account executive.

Personals . . .

HERSCHELL LEWIS, manager WRAC Racine, Wis., father of boy, Michael David, Dec. 24. . . . **HARRY MAIZLISH,** owner KFWB Hollywood, awarded Medalle De La Reconnaissance for "extraordinary service to the French nation" during World War II. . . . **HARRY KARR,** salesman WRC Washington, on two-week active training with Air Force. **DICK CAMPBELL,** general manager KOME Tulsa, reappointed chairman of publicity committee of Tulsa Chamber of Commerce for 1951.

CBS
biggest..
Growth of retail sales % in the U. S. A. was in
EL PASO
biggest..
audience in this vital marketing area is delivered by
KROD
5,000 watts 600 K. C.
KEY STATION — SOUTHWEST NETWORK
RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Pres.
Val Lawrence, Vice-Pres. & Gen. Mgr.
REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY
• Among the Nation's 75 Largest Cities, in the Last 10 Years (Latest Dept. of Commerce Report)

WMPS APPOINTS

Three New Directors Named

THREE new board directors have been appointed by WMPS Inc., Memphis. They are Bill Rudner, Volney Edwards, and Frank Morris. Mr. Rudner also is station director; Mr. Edwards is assistant secretary and treasurer, and Mr. Morris is assistant advertising manager for Plough Inc., Memphis, drug manufacturer and owner of WMPS.

The four present members of the board of directors are Abe Plough, president of Plough Inc.; Harry Solmson, executive vice president, Plough Inc.; Charles Harrelson, secretary and treasurer, Plough Inc., and Harold Krelstein, vice president of WMPS Inc.

Dudley D. Richards

FUNERAL SERVICES for Dudley D. Richards, 61, retired national advertising director of Sears, Roebuck & Co., were held last Tuesday in Silver Spring, Md., suburb of Washington, D. C. Mr. Richards, former chief announcer for WLS Chicago and national advertising executive with Sears, Roebuck for a number of years, died of a heart attack Dec. 30. He was a member of the National Press Club.

On All Accounts

(Continued from page 8)

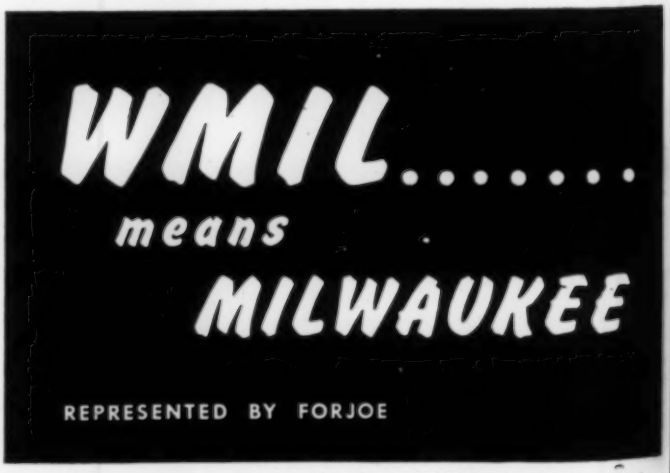
Al had been named vice president of Marfree and the Friedenberg Agency was dissolved.

Recently the Chicago office of Marfree has been exploiting products by mail order radio at the rate of a new one every month. Company billings have passed the $50,000 weekly mark.

Al married Helene Topaz of New York City in 1947. They live on Chicago's south side, where he holds memberships in the Masons, Loyal Order of Moose, and is active in the American Legion. Al's college fraternity is Tau Delta Phi.

Although possessing a sturdy frame, Al confines his recreational activities to ping-pong. But what a player! And little wonder, for he was a champion during the war, holding the title at Camp Crowder, Mo., where he entered the U. S. Signal Corps before becoming a correspondent abroad.

WWDC Washington Disc Jockey Willis Conover and jazz pianist, Art Tatum, joined forces and transcribed program for U. S. Treasury Dept. for distribution to 2,800 stations throughout country.



Respects

(Continued from page 44)

agencies, and had infinitely broadened his knowledge of the streets of New York, before he was given a job—at Lennen & Mitchell as an office boy.

Mr. Oberfelder's notions of advertising—and especially the role of an advertising agency office boy—were vague at the time. He reported for his first day's work clad in an Oxford gray suit, pearl gray spats and a derby. It was not long, however, before he became educated not only in matters of workaday costumery but also his new profession.

He worked at Lennen & Mitchell from 1928 to the end of 1933, in all sorts of capacities, and resigned to join Hearst Radio in charge of advertising, promotion and publicity for the 10 stations then owned by that organization.

In 1937 he left Hearst to join the *Philadelphia Inquirer* as circulation promotion manager and rose to promotion manager. In 1941 he returned to radio as head of promotion, advertising and publicity of WCAU Philadelphia. Two years later he joined WFIL Philadelphia in a similar capacity.

During his sojourn in Philadelphia Mr. Oberfelder also lectured at the U. of Pennsylvania on radio production and advertising and taught classes at Junto, the adult education program that flourishes there.

Joined ABC in 1945

In February 1945 Mr. Oberfelder was hired by ABC as coordinator of audience promotion, and he has been with the network ever since.

He became manager of audience promotion in October 1945 and a year later was named assistant director of advertising and promotion. In January 1948 he was promoted to director of advertising and promotion, and in June 1949 the research department was added to his supervisory responsibilities. He became manager of WJZ, ABC's owned-and-operated key station in New York, last October.

Among the first major steps taken by Mr. Oberfelder at WJZ was the establishment of a special rate for retail advertisers—a 30% discount from the station's regular rates. Mr. Oberfelder's theory is that a station like WJZ, which covers a large area, gives most local retailers too much waste circulation at usual rates.

Since invoking the retail discount, WJZ has sold $250,000 worth of new retail business, he reports.

Mr. Oberfelder has two hobbies, travel and photography. Whenever he has the chance, he and his wife, the former Joan Doernberg, whom he married in 1934, and his 11-year-old daughter, Judy Ann, take the family car for long drives. They have visited most parts of the country by automobile, with Mr. Oberfelder shooting movies as they went.

Mr. Oberfelder's daughter is handy to have along on such trips. She is an unusually astute girl who has appeared several times with the *Quiz Kids* in their New York performances and is able to provide her father and mother with no end of interesting academic data about places they visit.

Mr. Oberfelder's only fraternal membership is Pi Tau Pi.

RELIGIOUS RADIO

Workshop at Yale Opens

PROTESTANT Radio Commission was scheduled to start its seventh annual Eastern Regional Religious Radio Workshop at Yale U. yesterday (Sunday) to run through Friday. The latest techniques in radio and TV religious programming will be introduced under the leadership of the Rev. Everett C. Parker, director of the Protestant Radio Commission and dean of the workshop.

Speakers scheduled:

Rev. Parker; Marjorie Hyer, director of promotion, Protestant Radio Commission; Erick Barnouw, chairman, Department of Radio, Columbia U.; Clayton T. Griswold, director, Department of Radio and Television, Presbyterian Church, U. S. A.; Dr. Liston Pope, Dean, Yale Divinity School; Dr. Ronald Bridges, former head, Pacific School of Religion; Rev. Edward Carothers, minister, First Methodist Church, Troy, N. Y.; Dr. Kenneth Underwood, professor, Yale Divinity School; Rev. S. Franklin Meack, director, Division of Education and Information, Board of Foreign Missions, Presbyterian Church, U. S. A., and Dr. George Crothers, director of religious broadcasting, CBS.

Other leaders of the workshop are Harold Quigley, director of special events, Protestant Radio Commission; Rev. Charles Schmitz, chairman, Radio Committee, American Baptists Convention.

FOURTEEN languages are now being used for programming to world from shortwave transmitters at Sackville, N. B. Finnish, Swedish and Russian have been added to language programs now aired daily or weekly by Canadian Broadcasting Corp. battery of 50 kw transmitters at Sackville, operated by CBC for Canadian government's Dept. of External Affairs.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$74,134,000 in General Mdse. Sales*

Advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

*Sales Management's Figure for Hartford Metropolitan Area.

Advertisement

From where I sit *by* Joe Marsh

Now Hospitals Are "Banks," Too!

Doc Simpson was saying, "Hospitals are building up 'bone banks' that work just like blood banks. When bone is needed, the surgeon takes one from a refrigerator, cuts it to the right shape and simply splices it in."

"You doctors are sure making progress," I says, "but tell me, are any of the patients fussy about *whose* bone they're getting?"

"No sir!" replies Doc. "No more than they worry about whose blood they get. No one yet asked for a bone from a man who went to the same school or church he did."

From where I sit, it would be a better world if we were half as willing to accept other people's ideas and tastes, as we seem to be willing to accept their bone and blood. There'll always be differences. Some like buttermilk, others would rather have a sparkling glass of temperate beer. But underneath we're pretty much the same—deserving each other's respect and tolerance!

Joe Marsh

Copyright, 1949, United States Brewers Foundation

air-casters

TRAYNOR FERILLO, continuity director WHAN Charleston, S. C., appointed production manager.

RICHARD A. SIMMONS, continuity writer, elevated to script editor NBC Western Division program department. ROUEN J. WESTCOTT, supervisor of commercial editing, promoted to continuity writer. WILLIAM STORKE takes over Mr. Westcott's former assignments. CHARLES DAVIES, NBC Western Division traffic, to promotion and advertising department.

LEE MORRIS, music librarian WSB Atlanta, Ga., will now handle early morning show along with station's farm show. BILL HALE, of music library staff, appointed to announcing staff.

JOHNNY KORN assigned writer-producer Harry Von Zell's *Young Ideas* on Progressive Broadcasting System.

FREEMAN LUSK, moderator *Teleforum*, KTLA (TV) Hollywood weekly public opinion forum, signed for important role in "When Worlds Collide," Paramount's science-fiction Technicolor film.

L. RON HUBBARD, author of *Dianetics*, signed by Progressive Broadcasting System for daily 15-minute program on mental hygiene.

HUNTER HANCOCK, disc m.c., starts five-weekly hour recorded music program on KALI Pasadena, Calif.

ED GALBREATH, aircaster who has worked at KQV Pittsburgh; WSIC Statesville, N. C.; WGTL Kannapolis, N. C. and WHIP Mooresville, N. C., is one recipients of Voice of America radio awards across United States in letter campaign aired by GABRIEL HEATTER on MBS.

GEORGE K. BOGGS, KECA-TV Hollywood director film programs, retained to buy, book and package films exclusively for station. New duties will include supervision of live integration of station's Sat. feature film telecasts.

HOWARD GRENSMAN, combo-operator, to KCNI Broken Bow, Neb., in same capacity. JAY B. NEELY, WNYE (FM) New York, appointed to KCNI announcing staff.

WILETA BURCH appointed log editor Don Lee Broadcasting System, Hollywood. She is wife of JAMES BURCH, copy director Vick Knight Inc., L. A. agency.

JACK ROGERS, publicity and promotion director WBAP-AM-FM-TV Fort Worth, appointed vice president of Fort Worth Star-Telegram Employes Assn. (STEA), composed of employes of both newspaper and radio station.

BILL STEWART, KLAC Hollywood disc m.c., to KWKW Pasadena in similar capacity.

WILLIS CONOVER, disc jockey WWDC Washington, named top local disc jockey of 1950, by radio and TV editors of newspapers in Washington area.

RALPH EDWARDS, m.c. and star of CBS-AM-TV *Truth or Consequences*, voted oustanding new TV personality of year (1950) by Teensters Institute, representing 100,000 teen-agers.

DAVID KRONIGER appointed to announcing staff KOME Tulsa.

FREDERICK PACE WOODS II, recent Yale graduate, to ABC Hollywood press department as junior publicist. Other additions to same department include PATRICIA SCHERTZINGER and JACK SNYDER, both from network central steno department. Miss Schertzinger becomes assistant to photo editor; Mr. Snyder assistant to news editor.

BILL BOHEN, TV star at WHEN (TV) Syracuse, hospitalized by sudden attack of appendicitis. CHARLIE HAMMOND, staff announcer, handling *The Bill Bohen Show* during his absence.

LOU CROSBY, freelance announcer-m.c., starts daily 30-minute disc program on KECA Hollywood.

GENE SPRY, announcer WMBD Peoria, Ill., to WDZ Decatur, Ill., as continuity production manager. CHRISTINE MANOFF, new to radio, to station as secretary to general manager.

BILL SPIER, radio and film producer-director, recuperating at his Malibu, Calif., home from acute respiratory congestion and complications.

RAY RAYNER, disc jockey WOOD Grand Rapids, Mich., father of boy, Mark Raymond.

BEN HUNTER, announcer, KEX Portland, Ore., to KFVD Los Angeles in same capacity, replacing BOB GENTRY, resigned to freelance.

JACK LLOYD resigns as Hollywood producer-director Progressive Broadcasting System.

BILL BATES re-signed as writer for Altes Beer commercials on KTLA (TV) Hollywood *Ina Ray Hutton* show.

GEORGE R. MacKINNON to NBC Washington as supervisor of building services, replacing WILLIAM HUDAK, resigned.

BILL WOODSMALL, singer WBBM Chicago, co-winner on *Arthur Godfrey's Talent Scouts* Dec. 25.

ROSEMARY LA PLANCHE, Hollywood TV actress-commercial announcer and former "Miss America," selected "Miss Emmy" of 1951 by Academy of Television Arts and Sciences.

News . . .

JOHN H. RICH Jr., former bureau head at Seoul, Korea, and ABC war correspondent, added to NBC staff correspondents covering Korean war and will operate from NBC's Tokyo news office.

TOM HARMON, KNX Hollywood director of sports and former U. of Michigan All-American halfback, starts weekly sports program on Columbia Pacific Network. Nic-L-Silver Battery Co., L. A., sponsors broadcasts.

JACK HARRIS, sportscaster WNOR Norfolk, Va., appointed head of station's sports department. JOSH BARRY appointed assistant sports director.

LOCKWOOD R. DOTY II, of NBC *World News Roundup*, father of girl, Jennifer West Dec. 27.

ROBERT LaMAR, assistant to advertising director Sylvania Electric Products Inc., N. Y., to KTLA (TV) Hollywood as assistant news editor. JONATHAN RICE continues as KTLA news editor.

H. V. KALTENBORN, radio analyst, will be guest speaker at Radio Executives Club of Boston Jan. 10.

SCOTT DOUGLASS appointed sports editor KFMB San Diego.

RAYMOND SCHERER, newsman NBC Washington, and Barbara Hetzner have announced marriage.

JIM McCULLA, news editor KMPC Hollywood, starts daily 15-minute newscast on 50 Pacific Coast and Mountain stations of Liberty Broadcasting System.

GENE BARRY, news editor WEBR Buffalo, father of boy, Mark William.

ROBERT J. GREENE, announcer-newscaster, elevated to special events director Don Lee Broadcasting System, Hollywood.

MORE 'PUNCH'
Wells Criticizes VOA

ATTACKING the Voice of America for its alleged ineffectual selling of freedom as opposed to communism, William H. Wells, a former UNRRA information official and chief of TV and motion picture information for the United Nations, urges in the January issue of *Harper's* magazine that the Voice emphasize more clearly that America stands *for* something as well as *against* something.

In an article entitled "The Mumble in the Voice of America," Mr. Wells urges that the U. S. put more "punch" in its "commercials." He points out that although the Voice vigorously says, "Don't buy from our competitors," it "mumbles" when it comes to the name and virtues of its own products.

Mr. Wells believes that the Voice should emphasize that minority control is the principle of Communist government, while America stands for the right of a people to choose for themselves what they shall do and have. He criticizes the "feebleness" of telling a foreign audience about the purely local aspects of American life which are too far removed from their way of life to be understood or appreciated.

NOISE AIRED
WBBM Discharges Six Staffers

SIX WBBM (CBS) Chicago staffers were discharged Tuesday because of "carelessness" in allowing "extraneous studio noises" to be broadcast to an estimated half-million midwest listeners New Year's Day. After a network station break between the Orange and Rose Bowl games, a WBBM announcer reportedly was heard before an open mike.

The six released are Announcer Bob Venables, Announcer Jim Lowe, Chief Announcer Art Mercier and three engineers, Art Mosse, Hal Davis and Paul Kablisch. Announcing replacements are not expected to be named until late this month when the new program director, Al Bland, is transferred to WBBM from KMOX St. Louis.

WESTERN ELECTRIC CO. Inc., N.Y., declared dividend of 75¢ per share on outstanding capital stock payable Dec. 29 to stockholders of record Dec. 21.

Your greatest sales asset is advertiser **acceptance.** Your advertising in Printers' Ink **increases** your acceptance among the leading **buyers of advertising,** and so helps you sell more advertising to them.

SURVEY METHODS

Deckinger Completing Draft

REVISED draft of a committee report covering proposed methods of evaluating audience and coverage methods is being completed by Lawrence Deckinger of Biow Co., New York agency.

Mr. Deckinger is working out details of a report submitted to the special committee by Kenneth H. Baker, NAB research director. The committee has been studying research and coverage techniques following a suggestion last summer by Stanley Breyer, KJBS San Francisco, that Hooper and Pulse systems be evaluated by an impartial group.

The proposal became an issue of national interest when it was suggested in a KJBS advertisement in the July 3, 1950, BROADCASTING • TELECASTING.

The Deckinger draft will be mailed to Dr. Baker, committee chairman, and other members for their study. The first report was submitted by Chairman Baker last autumn.

If the committee approves the Deckinger report at its next meeting, the report will be turned over to Broadcast Audience Measurement Inc., successor industry research group to Broadcast Measurement Bureau. The BAM Research & Plans Committee will decide if it desires to undertake a clinical test along the lines of the Baker-Deckinger suggestions.

Electronics Funds

SUPPLEMENTAL funds for electronics-communications equipment totaling between $2 billion and $3 billion in Air Force procurement were approved by the Senate and sent to President Truman for his signature. The action, taken after a conference committee had resolved minor differences, paved the way for use of $2,114,700,000 for electronic and communication equipment and detection and warning systems and other aircraft procurement, as well as for $583,900,000 in electronics supplies other than aircraft [BROADCASTING • TELECASTING, Dec. 25, 1950]. Entire defense appropriation was roughly $70 billion.

1892 Edward E. Hill 1950

EDWARD E. HILL, 58, executive vice president of WTAG Worcester, Mass., died Dec. 31 of a heart attack at his home in Worcester. He had been a patient at Hahnemann Hospital for several weeks, returning home three days before his death. His health had been poor for two years.

Mr. Hill had been associated with WTAG since 1938, first as managing director and then as executive vice president, a position he held for five years. Before joining WTAG, he managed WORC Worcester from 1929 to 1938.

At the time of his death, Mr. Hill also was secretary of the CBS Affiliates Advisory Board as well as chairman of the board's District 1.

Mr. Hill was a member of the Radio Technical Planning Board, which assisted in the technical development of the radio industry during World War II.

He was instrumental in organizing the New England Major Markets Group in 1948, a regional network of seven stations which includes WPRO Providence, R. I.; WDRC Hartford, Conn.; WGAN Portland, Me.; WLAW Lawrence, Mass.; WGUY Bangor, Me.; WHDH Boston, as well as WTAG. A daily half-hour program is broadcast over the network.

Mr. HILL

Born in Lynn

Mr. Hill was born in Lynn, Mass., Sept. 18, 1892, and attended Lynn public schools until 1907 when his family moved to New York. He was interested in radio from the time he was 16, when he built and operated his own receiving sets and transmitter station.

Before deciding upon radio as a vocation, he was advertising salesman for the *Boston Herald-Traveler* and the *Boston American*, accident claim adjuster for the Travelers Insurance Co., Boston, and held other positions.

In 1927, he joined WLOE (now WMEX) Boston as a salesman. Not long after, he began working as announcer and programmer, gaining experience in all lines of radio work.

When he joined WTAG in 1938 as manager, the station was a 1 kw outlet with a staff of 18. Under his leadership, WTAG increased its power to 5 kw in 1940 and by 1944 had increased its personnel to 50.

W1XTG (now WTAG-FM), one of the first experimental FM stations in the country, was set up under Mr. Hill's direction. Another of his innovations was the mobile relay broadcasting station WBEE, which provides on-the-scene broadcasts of remote events.

Mr. Hill was a member of the Advertising Club of Worcester, Rotary Club and Bohemians. He also was a 32d degree Mason, belonging to the Athlelstan Lodge, A. F. & A. M.; Worcester Lodge of Perfection, Goddard Council, Princess of Jerusalem; Lawrence Chapter, Rose Croix; Aleppo Temple, Boston, and Massachusetts Scottish Rite Consistory.

He is survived by his widow, Mrs. Estelle Marie (Stoddard) Hill; two daughters, Doris (Mrs. Joseph G. Beaudette) and Virginia (Mrs. David O. Kubly); two brothers, Leo B. Hill and Alfred Hill; a sister, Mrs. Bernard C. Gray, and one grandchild.

Funeral and burial services were held Jan. 2 at Rogers-Kennedy Memorial Chapel, Rural Cemetery.

WJR PROMOTIONS

Three Staffers Moved Up

PROMOTION of three "name personalities" to key staff positions with WJR Detroit was announced last week by Worth Kramer, vice president and general manager.

Ron Gamble, veteran spot news reporter, was named special events director. Dale McIntyre, narrator of *Know Your America* and moderator of *Junior Town Meeting*, was named educational director, and Charley Park, for 20 years announcer and m.c., was named chief announcer.

POST FOR GURNEY

Defense Appointment Seen

TOP-LEVEL post within the Dept. of Defense for former Sen. Chan Gurney (R-S. D.), who lost his Senate seat to Sen. Francis D. Case in the GOP primaries, was strongly indicated last Thursday as his successor was sworn in on Capitol Hill.

Mr. Gurney, a founder of WNAX Yankton, S. D., in 1926 and former manager of the station until he withdrew from the radio field in 1933, hinted upon leaving the Senate that an announcement of his appointment to Defense Dept. position may be forthcoming shortly —"within a few days." Sen. Case, a veteran of 14 years in Congress, is a former newspaper editor and publisher.

Albert S. Howell

FUNERAL services were held Friday in Chicago for Albert S. Howell, 71, co-founder of Bell & Howell Co., Chicago, manufacturer of motion picture and photographic equipment, who died Wednesday. Mr. Howell and the late Donald Bell founded the company in 1907. Three of his early inventions were credited with eliminating "flicker" from motion pictures. Many Bell & Howell devices are used in television.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

SOLD

PRODUCT:
Sulfur 8

AGENCY:
Dorland, Inc.

CAMPAIGN:
15 Spots Weekly

BUYING NORFOLK? ADD WLOW THRU A FORJOE MAN!

WLOW
NORFOLK VIRGINIA

ARMY BUYING

Completing Network Schedules

U. S. ARMY completed most of its $800,000-plus radio and TV network buying last week [BROADCASTING • TELECASTING, Jan. 1]. Seven of the 13-week schedules had been bought on CBS, and all 13 weeks on the other networks, both radio and TV.

Still to be set on CBS was six weeks of programming following sponsorship of the Hal Peary show Feb. 21 and 28 and five weeks during March of *The Lineup*, Thursday night half-hour mystery. Only other plans still to be completed were which portion of NBC's Operation Tandem the Army would buy. Ten half-hour periods of NBC's Operation Tandem were sold to the Army late last week, effective Jan. 6 and continuing for two weeks except for Friday, Jan. 12.

The Army is planning to conduct a similar recruiting campaign for itself and the Army Air Force later in the year. Remainder of the current saturation lineup includes the Roller Derby on ABC-TV—athletic events from Madison Square Garden, DuMont, Ralph Flanigan's Orchestra, ABC, and *The Shadow* on MBS.

Agency handling the account is Grant Advertising, Chicago.

MELVILLE CO.

New Representative Firm

CLYDE B. MELVILLE Jan. 1 announced the opening in Dallas of his own station representative firm, the Clyde Melville Co.

Mr. Melville had been associated for the past seven years with the representative organization headed by O. L. (Ted) Taylor. The Melville Co. will concentrate on representing Southwest stations. Headquarters are at 402 Melba Bldg., Dallas. Phone is Sterling 1558.

Mr. Melville

allied arts

ED HOCHHAUSER Jr., vice president and eastern division manager Transcription Sales Inc., Springfield, Ohio, to Associated Program Service as account executive in station relations department.

JOHN F. HOWELL, advertising, promotion and sales manager Stephen Slesinger Inc., N. Y., to Paramount Television Production, to handle merchandising for *Time For Beany* weekly TV puppet syndicated program.

ARNOLD MICHAELIS, executive producer World Video Inc., N. Y., elected president. **RICHARD LEWINE** succeeds Mr. Michaelis as executive producer.

CLAUDE BARRERE, formerly in charge of syndicated program sales for NBC's recording division, and more recently independent program representative, on Jan. 1 became N. Y. representative for Transcription Sales Inc., Springfield, Ohio. He will also continue to represent William Lang, Sam Hayes Productions and *The Market Basket*.

ROBERT HELLER, former CBS program director, named director of programming Louis G. Cowan Inc., package and production firm, effective Jan. 15.

ELDEAN-CAIN Organization Inc., Dallas public relations firm, formed by **FRED ELDEAN**, president Fred Eldean Organization, N. Y. and S. F. (public relations) and **PAUL CAIN** and **KEETON ARNETT**. Will furnish national representation to southwestern firms as well as regional representation to national clients of Fred Eldean Organization.

A. C. NIELSEN Co., Chicago, research organization, announces promotion of **C. VIRDEN STEWART** to vice president in charge of food-drug production, **WILSON C. SWIGART** to vice president in charge of radio-TV production and **EARLE C. SEEPE** to vice president and director of personnel.

KASPER-GORDON Inc., Boston, radio transcription firm, announces new syndicated program, *The Adventures of Sunny Bear*, now ready for release.

HELEN S. WALLACE, director sales and service Muzak Transcription Div., N. Y., appointed national sales director Universal Recorders, Hollywood. In addition to working mainly in expansion of national business, Miss Wallace will be responsible for administrative planning and coordinating plans for firm's expansion of studio facilities and electrical transcription manufacturing. She will headquarter in Hollywood.

WORLD BROADCASTING SYSTEM Inc. supplying its affiliate stations with 26 "gift occasion jingles," package for use in all holiday seasons including Valentine's Day, Easter, Mother's Day, graduation day, etc. Stations can sell them to single advertiser, or on individual contracts to multiple advertisers.

ASSOCIATED PROGRAM SERVICE, N. Y. (subsidiary of Muzak Corp.), appoints Dorrance-Waddell Inc., N. Y., to handle advertising. **Dick Dorrance** is account executive.

BERNARD HOWARD, president Academy Film Productions Inc., Chicago, father of boy, Jan. 2.

WALTER WHITE Jr., president Commodore Productions, Hollywood, listed in 1950-1951 edition of *Who's Who in Los Angeles County*.

WARREN OESTREICHER, associated in past with Western Electric Corp. and Teletone, appointed chief engineer of Tele-King Corp., N. Y. **JERRY BRESSON**, affiliated in past with Emerson and U. S. television, appointed assistant chief engineer of Tele-King.

Equipment • • •

JULIUS HABER, advertising and sales promotion manager RCA tube department, appointed director of advertising and sales promotion for RCA technical products.

Mr. Haber

ZARMOND (Zee) GOODMAN, vice president in charge of sales TeleTone, L. A., appointed general sales manager Exclusive Sales Corp., L. A. (national distributor Natalie Kalmus television sets). **BENJAMIN WERBER**, J. N. Ceazan Co., L. A., to distributing firm as credit manager. **JACK BERLE** to sales and promotion department.

MAJOR RAY A. MORRIS, factory representative Edwin I. Guthman Co. Inc., Indianapolis, appointed assistant sales manager in charge of special contracts development IDEA, manufacturer of Regency Booster.

FEDERAL TELEPHONE & RADIO Corp., manufacturing associate of IT&T, announces development of new 25 kw power triode, tube #F-5512, for use in high-powered TV and FM broadcasting as well as cyclotron or synchroton oscillators and industrial H. F. heating equipment. The tube operates in 88-108 megacycle range.

GENERAL ELECTRIC, Schenectady, N. Y., announces new atomic radiation detector to permit direct radiation readings at glance. "Radiation monitor" weighs less than one pound, is equipped with self-contained power source having neither tubes nor batteries. Will give warning of radiation hazard while there is still time to avoid excessive exposure, firm claims.

RCA VICTOR announces publication of five-volume set of service and technical data on all RCA Victor radios, phonographs, and TV receivers. Books, now being made available to servicemen through RCA tube and parts distributors, contain schematic and wiring diagrams, specifications, alignment and adjustment procedures, parts lists, chassis layouts and other service information on sets from 1923 to 1948 (fifth volume on 1949 in preparation, 1950 information available in booklets).

L. W. GERMAINE, general plant manager AT&T's Long Lines Dept. since 1940, retired Jan. 1 on pension after more than 42 years with Bell System. He is succeeded by **V. B. BAGNALL**, general manager of department.

AFM WALKOUT PENDS

NBC Hollywood Talks Set

AMERICAN Federation of Musicians Hollywood Local 47, set to call a wholesale walkout of musicians last week at NBC Hollywood over dropping of musicians from the network's *Halls of Ivy* program, is holding fire on proceedings pending opening of new contract negotiations with the network at the latter's request. Present AFM network contract expires Jan. 31. Negotiations tentatively are scheduled for today (Monday).

The network, seeking to cut the price of the show, running $9,000 weekly, decided to substitute recorded music for an orchestra on the program, this saving $1,500 weekly for the sponsor, Schlitz Brewing Co., which balked at the original figure. New agreement became effective Jan. 3 for 2[illegible] weeks. The union took the stand that substitution of records for live musicians constituted a lockout.

WLBJ
Bowling Green, Ky.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders
NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE
Magnecord INC
360 N. Michigan Ave.
Chicago 1, Ill.

PLANS for the debut of *Afternoon Hostess* on KGO-TV San Francisco are discussed by (l to r) Vince Francis, KGO-AM-TV sales manager; Marjorie King, women's commentator and star of the show, and Gayle V. Grubb, KGO-AM-TV general manager.

DEADLINE SET

For Sigma Delta Chi Awards

DEADLINE for nominations for Sigma Delta Chi awards in the fields of public service in radio journalism, radio newswriting, radio reporting as well as other fields of journalism has been set for Feb. 15, Victor E. Bluedorn, executive director of the professional journalistic fraternity, announced last week.

In addition to the radio awards, bronze medallions and accompanying certificates will be offered by Sigma Delta Chi for excellence in the following fields: general reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news picture, public service in newspaper journalism, public service in magazine journalism, magazine reporting and research about journalism.

The public service in radio journalism award will be made to a radio station or network "for an outstanding example of public service . . . through radio journalism."

The radio newswriting award will be made to an individual "for a distinguished example of a radio newscaster's or commentator's work." The radio reporting award will be made to an individual "for a distinguished example of spot news reporting for radio or television."

Nominations need not be made on any specific form, but should be accompanied by clippings, manuscript or recording with name of author, publication or radio station and date of publication or broadcast, and a statement revealing the circumstances under which the assignment was fulfilled providing they are significant.

Nominations and accompanying material should be sent to Awards Committee, Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Ill. No entries will be returned unless specifically requested.

IRE Symposium

NEW YORK section of the Institute of Radio Engineers will hold its fourth annual TV symposium Feb. 3, 10 a.m.-5 p.m., at the Engineering Societies Bldg., New York. Registration fee is $1 for IRE members, $2 for non-members.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

FM NETWORKS FOR GERMANY

Linx Reports on Frequency Problems

CONGESTION of European airwaves, which have been plagued for years with shortage of frequencies and other difficulties, has had at least one beneficial result in the U. S.-occupied zone of Germany—it has stimulated interest in FM networks, the State Dept. has revealed.

Frequency modulation hookups now are under construction in the U. S. zone which may soon give German listeners the best reception they have ever enjoyed. In fact, more listeners may be tuning in FM than regular medium wave transmissions within the next two years.

That opinion is expressed by Robert D. Linx, FCC engineer, and quoted by the State Dept. in a report on "New Networks for Germany." Mr. Linx recently spent a month surveying FM development in Western Germany for the department's Office of Public Affairs.

Already three U. S. zone stations —in Munich, Stuttgart and Frankfurt—have initiated regular FM broadcasts and plan to complete network operation by 1952.

FM Support Noticed

Industry enthusiasm in FM broadcasting also was noted by Mr. Linx, who reported widespread interest and approval of FM broadcasting among listeners and technicians. Although "ultra shortwave" transmission, as the Germans describe it, was limited primarily to military and commercial use in Germany before the last war, U. S. officials took note of Europe's overcrowded airwaves and propaganda wars and began to encourage and aid U. S. stations there to launch FM experiments.

Stations surveyed sites and constructed FM transmitters, an action justified in the light of later developments which found that frequencies allotted to the U. S. zone during the 1948 Copenhagen conference were inadequate, the State Dept. explained. It then became necessary to authorize German stations to operate on other frequencies not previously set aside at Copenhagen, despite protests by the U. S.

The State Dept. pointed out that the restricted range of broadcasts allows adequate space in the ultra high bands and, additionally, provides the "same high fidelity service in night and day broadcasts," while being little affected by "even the worst atmospheric conditions."

One major disadvantage of such a system, the department's Office of Public Affairs acknowledges, is that listeners will be unable to pick up distant stations over FM and will be limited to local FM programs.

Aside from construction work, sound legislation also was passed setting up German stations as public corporations free of government control or "political pressures."

"Certain partisan circles . . . have objected to this arrangement, and resented the occasional objective criticism which the stations direct at the government and other groups," it was conceded. "They have naturally opposed any progress, such as FM broadcasting, which is designed for community or public service."

FM has encountered other roadblocks, too, among them the reluctance of the listening public to spend scarce marks for new radio receivers, although manufacturers have launched a major campaign to promote the new medium, according to the State Dept.

Despite this obstacle, progress in FM development has been "remarkable" and is "the coming medium of information and entertainment in Germany," FCC Engineer Linx believes.

New WOR-TV Studios

WOR-TV New York has filed plans with the city for construction of a two-story $100,000 video studio and office building at 68th St. and Columbus Ave., part of a city block purchased by the station in April 1949. New structure, expected to be more elaborate and expensive than shown by plans, will replace WOR-TV's present studios at 28 W. 67th St., leased from ABC, which has notified WOR-TV the lease will not be extended beyond expiration Dec. 31, 1951.

ARE YOU GETTING YOUR FULL SHARE OF

NEW ORLEANS' $431,000,000.00 NEGRO MARKET?

Reach more than ½ million Colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience. WMRY is the only sure way of sharing in all of this $431,000,000.00 market.

"THE SEPIA STATION"
WMRY
"600 ON THE DIAL"

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

WPJB (FM) CUSHIONED

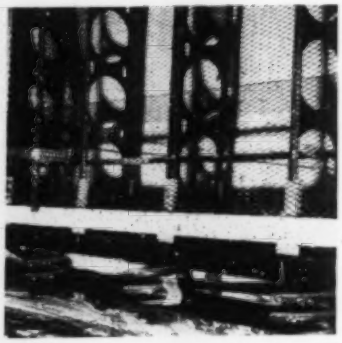
Operation Features New Spring Design

THERE'S a spring in the operations of WPJB (FM)) Providence, R. I. This goes for its physical attire as well as FM fervor.

For WPJB's new studios, housed in the building which is the quarters of its parent, the Providence Journal Co., are constructed on coiled springs to cut out vibrations and noises from newspaper presses located there. The studios are on the fourth floor, recently added to the structure; the presses occupy the first floor.

According to the station, "excellent" results already have been achieved. Programs as varied as rehearsal sessions of the Rhode Island Philharmonic Orchestra and a *Music for Christmas* series, offering choral groups ranging from 25 to 80 voices, have been held with success. The largest of the four studios is an auditorium which seats 234 persons.

In addition to the springs-mounting, all studios are built for FM broadcasting with special acoustical treatment to give sound "an edge-of-echo liveness," the station says. Auditorium and studios are tied together as rooms-within-rooms with walls of the studios entirely separate from the building walls. Facilities, in addition to auditorium and three studios, include three control rooms, music library, news room, an announcers' office, shop for studio engineers, dressing room for talent and offices for executives and staff.



Section of WPJB auditorium wall reveals heavy coil spring base and wall structure. By spring suspension, FM operation is secure from vibration or noises.

* * *

Before the studios were erected on the spring-suspension principle, a series of tests were held. A special test studio was set up within a room at the Journal Bldg. with research conducted by Jansky & Bailey of Washington, D. C., consulting engineers; the Johns-Mansville Co. and H. E. Davidson & Son, Boston, architects.

Community service uses of the auditorium are a major part of plans by the Journal Co. officials for the new quarters, WPJB notes. Groups affiliated with both newspaper and radio activities and others engaged in community services are to be granted use of the auditorium when it's not needed for radio.

The new quarters will mark an expansion of FM local programs, according to H. William Koster, station manager, and Harmon H. Hyde, program director, who see the development as a lift to FM listening in the Rhode Island-Massachusetts - Connecticut area served by WPJB. George W. Sharpe, chief engineer, supervised design and installation of new equipment, which was made by RCA.

Kenneth Griffin

INQUEST into the death of Kenneth Griffin, 42, Chicago radio actor and engineer, best known as "Vic Hardy" on the *Jack Armstrong Show*, was continued Wednesday in Chicago until Jan. 16. Mr. Griffin died Wednesday in the emergency room of Wesley Memorial Hospital, Chicago, where he had gone after complaining of stomach pains. He is survived by his widow, Isabelle.

NLRB REJECTS

IATSE Petition

PETITION by the theatrical and stage employes union (IATSE) Local 306 to sever "projectionists" and "projectionist-engineers" of ABC's WJZ-TV New York from the engineering unit has been rejected by the National Labor Relations Board.

In taking such action, the board called attention to its previous ruling involving projectionists at WJBK-TV Detroit, which it ordered to be included along with engineers and technicians [BROADCASTING • TELECASTING, Feb. 20, 1950].

The decision upheld the position taken by the National Assn. of Broadcast Engineers and Technicians (NABET), intervenor in the ABC-IATSE case. NABET contended that projectionists' duties require exercise of "relatively similar skills" and are closely associated with the "chain of technical operations." The union also held that such a unit confined to one station, rather than all ABC-TV operations, is "inconsistent with bargaining history."

ABC reportedly took a neutral position on the issue, though testimony by its officials "substantiates" NABET's theory opposing a separate unit, according to NLRB.

The board explained:

In the Fort Industry case we had occasion to examine at length the duties and skills of projectionists . . . and other employes who together are responsible for technical aspects of television broadcasting. Without deciding whether their (duties and skills) are such as to entitle them to be considered a separate craft, we found . . . that they should not be separated, for bargaining purposes, from other technical employes who . . . exercise relatively similar skills, have the same overall supervision, the same working conditions, and work closely together for the achievement of the common technical broadcasting result. We find no cogent reason . . . to make a different determination here . . .

The board also added that while projectionists in New York are required to obtain a special license to perform their duties, it does not consider that fact a "persuasive basis for distinction."

Cow Scratches KFVD

AN UNKNOWN Lynwood, Calif., cow with an itchy back recently shared honors with Mrs. O'Leary's cow of Chicago fire fame. Utilizing a guy wire at the WFVD Los Angeles transmitter to ease her discomfort, the unconventional animal succeeded in breaking the line, which led to its contacting a live wire and falling across a nearby home. As a result the station was off the air for three hours, and a television set in the nearby home was burned out.

KFI LABOR

AFRA NABET Vote To Strike

KFI Los Angeles labor difficulties increased last week as American Federation of Radio Artists joined National Assn. of Broadcast Engineers in voting a strike against the station. AFRA action involving about 12 staff announcers was taken by the local union board last Tuesday following a previous strike authorization by the national board and local membership.

In the meantime, discussions continued between the union and the station through last week.

Union seeks to bring present announcer salaries from the basic $85 to $100 weekly for the first year, and $115 thereafter. Increase would bring salaries to level of those of announcers at other network stations in Los Angeles, San Francisco and New York, in accordance with AFRA contracts recently concluded with network stations in those cities.

NABET action, taken a week ago, followed deadlock in negotiations reached over the question of type of shop to be set up at the station and wage increases for 60 engineers. Station Owner Earle C. Anthony insists on maintaining an open shop and merit increases. The union seeks a union shop and approximately 10% salary increases. Salaries sought, based on a five-year escalator plan, are $292.50 to $559 monthly for studio engineers.

ABC
AMERICAN BROADCASTING COMPANY IN LOUISVILLE
1080 Kilocycles
WKLO
5000 WATTS-DAY
1000 WATTS-NIGHT
BALANCED PROGRAMING
for better listening...
more listeners
WK☆LO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by
JOHN BLAIR & CO.

"WE'RE ALL EARS...
for station WTTH," say the farmers from Michigan's great Thumb district.
• First with the latest news
• 2 Daily farm programs
• Best in entertainment
ABC NETWORK
Represented by
Weed & Co.
WTTH
Radio Station of the Port Huron Times-Herald

In a Fog With Truman

By FRANK BOURGHOLTZER
NBC WHITE HOUSE REPORTER

THE miracles of radio and radar saved a group of frosted White House reporters from disaster among the ice floes in the Potomac this last New Year's week-end.

The reporters were endeavoring to carry out their assignments to cover the President of the United States, who had elected to go yachting aboard his palatial ship, the *Williamsburg*.

When the president goes sailing, his only contact with the outside world is by radio. A handful of reporters on the permanent White House beat always charters a yacht, equips it with radio and tags along.

This time, all private yachts in the Potomac River-Chesapeake Bay area had already gone to Florida, were out of commission or were otherwise unavailable. With only a day's prior notice, the correspondents could dig up only one sea-worthy craft—the *S.S.S. Lexington*, belonging to Washington's troop of Sea Scouts.

The *Lexington* had two good diesel engines, a good hull, and a willing crew of Sea Scouts—but nothing else. No radio, no heat, no bedding—no comfort. The reporters talked it over, and only five were willing to make the trip.

The five were Merriman Smith of the United Press, Ed Creagh f the Associated Press, Ed Darby of *Time* magazine and Paul Kennedy of the *New York Times*—in addition to this reporter.

* * *

RADIO was the over-riding problem, and NBC cut loose two ace television engineers—John Rogers and John McCollom. With Joe Collidge, technical supervisor of WNBW, Messrs. Rogers and McCollom gathered up all the radio gear in sight and headed for the *Lexington*. By 6 p.m. on Friday, Dec. 29, they had the gear installed on the *Lexington*—in the pilot house and in the officer's quarters aft—and they had it working. The ship cast off from its pier in the Washington ship channel, two hours behind the *Williamsburg*.

Reporters had stocked the ship with food, and each man had obtained a sleeping bag, plus heavy jackets, wool stocking caps and long underwear. For heat, they settled on one lonely little electric heater, the only thing available on short notice that would not present a fire hazard.

Darkness quickly enclosed the *Lexington* as she headed down the Potomac. The ice floes in the river were thick and heavy, and the *Lexington* bounced through them like a Model T on a country road. After about an hour of running, fog began to close in, and the Sea Scouts' Captain Jake Early, a lineman for the Chesapeake & Potomac telephone company, called for drastically reduced speed.

* * *

THE ship picked her way slowly down stream, groping from buoy to buoy, jarring against ice floes, and the fog kept closing in. By 10 o'clock, visibility was next to nothing, and suddenly Captain Early rang the signal in the engine room for full reverse. The *Lexington* was headed straight for a forbidding shore-line. The anchor was dropped and a conference took place on the bridge.

Engineer Rogers volunteered to become navigator, while Engineer McCollom strove to get out a radio signal that would contact the *Williamsburg*. With John Rogers and a sea scout throwing lead-lines every couple of minutes, to measure the depth of the icy water, the *Lexington* groped farther downstream. After another hour or more of this, the lead-lined showed less than five feet of water in every direction. Captain Early refused to go further.

However, at that point, Engineer McCollom finally made radio contact with the *Williamsburg*. The Presidential yacht began to send out the probing fingers of radar, and reported that it thought it had found the *Lexington*. A course was suggested, the *Lexington* tried it. The water kept getting shallower. Captain Early stopped again. The *Williamsburg* reported—it had the wrong boat.

In the course of this, the roar of a railroad train was heard, and from its direction, everyone on the *Lexington* agreed the shore must be on the starboard side and not far off. But a few minutes later another train roared by. This time, everyone agreed it was on the port side—but the boat had not changed position. Confusion reigned supreme.

The cold fog had, by this time, chilled everyone clear through, and the prospect of spending the rest of the night in that dismal spot—never knowing whether the tide might recede by morning and leave us stranded—or the ice might freeze tight and lock us in its grip—was hard to face.

* * *

WE decided on one more try with the *Williamsburg's* radar. The President's Navy crew agreed. Very slowly, the *Lexington* began to move again, with crewmen taking soundings constantly, and Engineer McCollom describing in minute detail the motions of the boat.

Then came the word from the *Williamsburg*—they had us on the radar, and Mr. McCollom's description tallied perfectly with the motion they detected on the radar screen. The *Williamsburg's* navigators did some rapid calculations—gave us bearings on three different points. Engineer Rogers had no parallel rules to lay out the bearings on the *Lexington's* charts, but he improvised with a carpenter's folding rule. He laid out the bearings, and fixed a position—which was on the opposite side of the river from where we'd thought we were—the opposite side from the railroad that sounded so close.

The *Williamsburg* recommended a course. The *Lexington* began to follow it. The *Williamsburg* said "you should be in eight feet of water." We took a sounding. Eight feet. Foot by foot, the *Williamsburg* guided us out into the river, into the channel, and before long—out of the fog—we spotted the friendly running lights of the Presidential yacht. Then we saw the Quantico dock—our destination. We were too tired to cheer, but a great sigh of relief went up from all hands. It was close to 4 a.m.

The next morning, all hands were up at 7:30 and the *Williamsburg* sent over a pair of legitimate parallel rules and dividers, for accurate measurement of distances. The cruise got under way, with the *Williamsburg* out in front, headed downstream. This reporter took over the navigational duties, even though the *Williamsburg* was in sight, and a ship's log was started so that a record would be available in case the fog returned—so that this time we would know, at least, where we were and could figure out which direction to go.

* * *

SURE enough, after an hour or so, the fog thickened and the *Williamsburg* disappeared from sight. However, by careful navigation, the *Lexington* stayed on course and was never lost again on the rest of the cruise, although many times we were out trying to get soundings, just to double-check the navigation, and the weather continued to be cold, damp and miserable. Nights were spent huddled in the sleeping bags, with most reporters finding comfort only by pulling even their heads inside the bags.

The two engineers devoted them-

(Continued on page 71)

YOU CAN CALL YOUR SHOTS
ON THE
ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

Time Buyers, NOTE!

NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
WATTS
CALL
Headley-Reed Co.,
National Representatives

PROPAGANDA

State Dept. Urges New Efforts

THE U. S. must seize the "psychological offensive" if it is to realize foreign policy objectives threatened by the Soviet Union's propaganda effort, "now bordering upon open psychological warfare," the State Dept. has declared.

The department has called for a new effort in the U. S. information program "directed toward creating psychological strength and resistance to Communism and Soviet imperialism in the areas and countries of most critical concern to the foreign policy objectives of the United States."

It is well established that radio, one of the three media employed by the government, is "the fastest and most effective means for reaching directly the peoples of other countries," surmounting "barriers" of distance, censorship, illiteracy, foreign exchange, paper shortages, cartels and tariffs, the State Dept. points out.

Revitalization of American information policy is reaffirmed by the department in a document detailing the U. S. international information program and the "campaign of truth" launched by The Voice of America.

To explain the progress of the drive, Edward W. Barrett, Assistant Secretary of State for Public Affairs, recently appeared before a House Foreign Affairs information subcommittee, a "watchdog" group set up by Congress last year. He traced the history of President Truman's "campaign of truth" for which the 81st Congress voted $79 million—$41 million for six new transmitters and $38 million to step up radio and other media information activities in 28 selected countries.

Secretary Barrett has just returned from Europe where he conferred with U. S. information and diplomatic officials on the efficacy of Voice programs and other media efforts.

On other fronts last week the State Dept. also:

(1) Launched a daily program schedule to Finland and increased its broadcasts in the Arabic language.

(2) Categorically denied a charge by the *Manchester Guardian* of Great Britain that the Voice is serving to turn the Chinese people in favor of the Chinese Communists.

Michael J. McDermott, State Dept. news chief, stated that if such were the case; "it is not the Voice which is responsible but the violent stream of lies which they are being fed by the Communist propagandists." Mr. McDermott cited the violent denunciations of the Chinese Communists as the "best evidence" that the Voice is "effectively telling the true story of American record in international affairs."

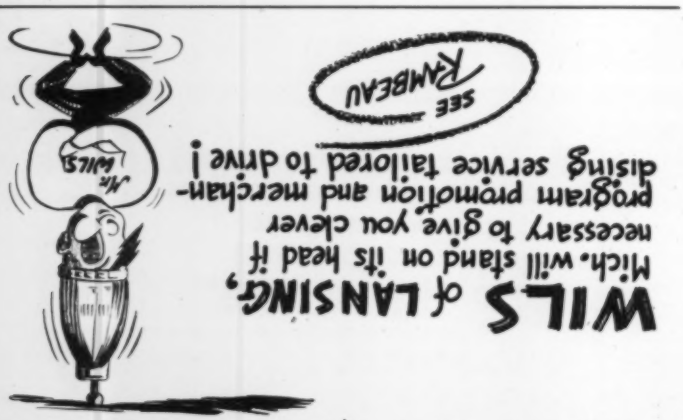
'The ASCAP Story'

"THE ASCAP STORY," a new and revised edition of the music association's public information booklet, is now available. ASCAP's purpose and history are summarized under several short chapter-headings, including "How ASCAP Works," "ASCAP's Birth and Growing Pains," "Vast New Audiences" and "ASCAP's Repertory." In addition, a short chapter on "Some Misconceptions About ASCAP" reiterates that the association is neither a corporation, a labor union, nor a trade association, but "a democratic, non-profit association of men and women who create and publish the music that is a vital part of our nation's living culture."

1951 Anniversaries Data

SCHOYER'S VITAL ANNIVERSARIES FOR THE KNOWN WORLD FOR 1951. Edited by Will Schoyer and Maxine Allen Schoyer. Pittsburgh: Will Schoyer & Co., $2.

FOURTH annual edition of *Schoyer's* reference work lists more than 750 anniversaries of significant events—from one to four for each day of the year—and is of particular value to radio programmers, newswriters and commentators. Advertised as "the only publication of its kind," *Schoyer's* reviews the historical events "most appropriate for observance in 1951," all of them occuring five or a multiple of five years ago "to insure top current interest."


SEE RAMBEAU
WILS of LANSING,
Mich. will stand on its head if
necessary to give you clever
program promotion and merchan-
dising service tailored to drive !
Mr. WILS

RCA VICTOR

Shifts Key Men

REASSIGNMENT of duties and responsibilities of several executives in order to meet changing economic conditions effectively was announced last week by RCA Victor Division of RCA. A Mobilization Planning Dept. also has been established "to plan and coordinate all activities the division may be required to undertake to meet the needs of the government and the armed forces in the national emergency."

Walter A. Buck, vice president of RCA and general manager of RCA Victor, announced that Robert A. Seidel, formerly vice president in charge of RCA Victor distribution, has been appointed to a newly-created position of vice president and special assistant to the vice president and general manager.

Ralston H. Coffin has been appointed director of consumer products advertising and sales promotion, and will be responsible for RCA Victor's radio and TV programs and institutional advertising.

Responsibility Reassigned

Responsibility for supervision and administration of RCA Victor distribution has been reassigned to three men. Harold M. Winters has been assigned to the staff of J. B. Elliott, vice president in charge of consumer products, to act as director of consumer products distribution; H. V. Somerville has been placed on the staff of L. W. Teegarden, vice president in charge of technical products, to act as director of technical products distribution; and administration of regional offices has been assigned to Charles M. Odorizzi, operating vice president.

Reassignment plans also specify that Messrs. Elliott, Teegarden and Odorizzi will coordinate and supervise advertising and promotion work of the product departments and subsidiary companies under their supervision.

This phase of the program was implemented by the assignment of Mr. Coffin to Mr. Elliott's staff as director of consumer products advertising and sales promotion and by the appointment of Julius Haber to Mr. Teegarden's staff as director of technical products advertising and sales promotion.

Sambrook Named

A. B. SAMBROOK, field sales manager of RCA's Thesaurus & Syndicated Programs, has been promoted to manager of RCA recorded program service sales. He succeeds Donald J. Mercer, who resigned to become associated with NBC. Mr. Sambrook entered radio in 1933 as station relations manager, and later commercial manager, with the World Broadcasting System. Subsequently he was associated with the sales department of Frederic W. Ziv Co. in Cincinnati.

THE 73d birthday of Carl Sandburg, Pulitzer Prize poet, also marked publication of his "New American Songbag" by Broadcast Music Inc., Jan. 6.

ERIE DISPUTE

'Times' Answers Charges

CHARGE leveled by the *Erie Dispatch* that the rival *Times* carried on "continuing attacks" on programming of WICU (TV) Erie, Pa., was branded the past fortnight as "part of a competitive program to discredit" the *Times* publishers.

In a statement containing sharp denials and counter-charges, John J. Mead Jr. and George J. Mead, co-publishers of the *Times*, accused Edward Lamb, WICU president, of attempting to build up a case against them for use in connection with their application for a television station in that city. WICU is licensed to Dispatch Inc., affiliate of the *Dispatch* published by the Record Publishing Co.

The *Dispatch* had charged that the two *Times* publishers are "opposed to television," and had attributed to them publication of reports that WICU was forced to suspend operation one day because of "technical difficulties" and that TV service men were installing roof-top aerials to "bring in Buffalo and Cleveland stations" [BROADCASTING • TELECASTING, Dec. 18, 1950].

Referring to WICU's denial of suspended operation, Messrs. John and George Mead admitted publication of the reports, adding that "if good reporting constitutes attacks, the newspaper and its publishers are guilty."

With respect to the report that servicemen were installing "larger roof-top aerials" to bring in Buffalo and Cleveland stations, the two publishers contended "that is the truth as any checkup of local TV service men will affirm."

On the other hand, the *Times* has given "hearty support to television and its progress," the publishers maintained, citing advertising patronage from TV dealers, publication of daily radio-TV programs and "almost daily publicity to (Mr.) Lamb's own station . . ."

Referring to Mr. Lamb's complaints, the *Times* publishers characterized them as an attempt to discredit the Meads in their application on behalf of Erie Television Corp. for Channel 3 (60-66 mc) in Erie and as a "weapon of propaganda" with advertising agencies. They charged:

"WICU is either giving away or offering at very advantageous rates, television programs as a bonus to their affiliated newspaper advertisers. WICU is also making such preferential offers to national advertising agencies in New York."

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

JANUARY 8, 1951

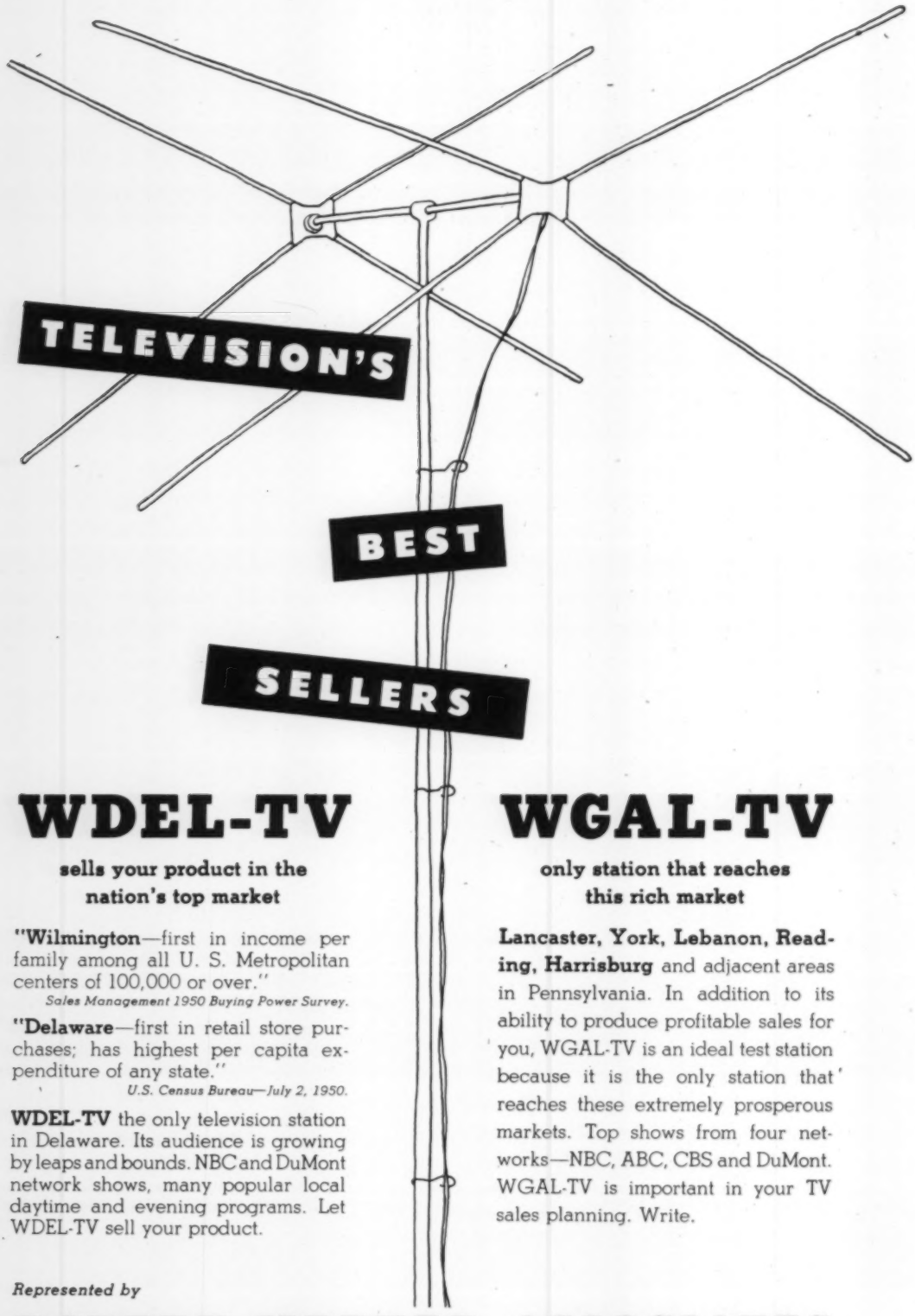
TELECASTING

A Service of BROADCASTING Newsweekly

ADVERTISING ON

WOR-tv

WORKS!



WDEL-TV

sells your product in the nation's top market

"Wilmington—first in income per family among all U. S. Metropolitan centers of 100,000 or over."
Sales Management 1950 Buying Power Survey.

"Delaware—first in retail store purchases; has highest per capita expenditure of any state."
U.S. Census Bureau—July 2, 1950.

WDEL-TV the only television station in Delaware. Its audience is growing by leaps and bounds. NBC and DuMont network shows, many popular local daytime and evening programs. Let WDEL-TV sell your product.

WGAL-TV

only station that reaches this rich market

Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas in Pennsylvania. In addition to its ability to produce profitable sales for you, WGAL-TV is an ideal test station because it is the only station that reaches these extremely prosperous markets. Top shows from four networks—NBC, ABC, CBS and DuMont. WGAL-TV is important in your TV sales planning. Write.

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK LOS ANGELES SAN FRANCISCO CHICAGO

Steinman Stations • Clair R. McCollough, Gen. Mgr.

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

JANUARY 8, 1951

BROADCASTING, Telecasting $7 annually, 25c weekly

NETWORK TIME BUYS

Gillette Top Purchaser in Oct. '50—PIB

GILLETTE Safety Razor Corp. was the leading user of TV network time (ABC CBS NBC) in October 1950, with gross time expenditures of $218,710, according to the Publishers Information Bureau report of TV network time purchases for that month.

Gillette's sponsorship of the World's Series, for which an hour of time each of the four days of Series play was purchased on ABC ($20,100), CBS ($44,600) and NBC ($76,400), accounted for the major part of the Gillette October TV network time expenditures. Billings also included the Friday night fight telecasts on NBC ($39,630) and the Wednesday evening Godfrey series for Toni on CBS ($37,980).

Ford Motor Co., sponsoring four TV network series—*Toast of the Town* and *Ford Theatre* on CBS, *Kukla, Fran & Ollie* and *Kay Kyser's College* on NBC—was second TV network timebuyer for the month, according to PIB figures which show this company's gross TV network time purchases as totaling $208,315. R. J. Reynolds Tobacco Co. ranked third with gross network TV time expenditures of $199,945; P. Lorillard Co. was fourth with $165,907 and Anchor-Hocking Glass Corp. fifth with $164,348. Table I shows the first 10 TV network advertisers.

Food Group at Top

Foods & Food Products comprised the leading class of network TV-advertised merchandise during October. Smoking Materials, chiefly cigarettes, ranked second; Toiletries & Toilet Goods were third; Automobiles & Automotive Equipment & Accessories, including tires, were in fourth place and Household Equipment was fifth. For the first 10 months of the year, Smoking Materials rank first, Foods second, Automotive third, Toiletries fourth and Radios, TV Sets & Musical Instruments fifth.

The leading advertised product groups on the TV networks in October 1949 was Smoking Materials, Radios-TV Sets, Automotive, Foods and Household Furnishings, in that order. For the 10-month period, January - October 1949, the five leading classes, in descending order, were Radios, Smoking Materials, Automotive, Foods and Toiletries. Although the order changes from month to month, these same classes show up among the leaders each month, indicating that the TV pattern has begun to stabilize, at least as far as network advertisers are concerned.

Product Groups Listed

Table II lists expenditures for TV network time by product groups for October 1950 and the first 10 months of that year for three networks (DuMont not reporting), compared with the same breakdown for time purchases on all four TV networks for the same month and period of 1949.

* * *

TABLE I

TEN LEADING TV NETWORK ADVERTISERS IN OCTOBER 1950

1. Gillette Safety Razor Corp.	$218,710
2. Ford Motor Co.	208,315
3. R. J. Reynolds Tobacco Co.	199,945
4. P. Lorillard Tobacco Co.	165,907
5. Anchor-Hocking	164,348
6. Chrysler Motor Corp.	159,277
7. Philco Corp.	158,370
8. General Motors Corp.	158,100
9. American Tobacco Co.	155,181
10. General Foods Corp.	148,725

SOURCE: Publishers Information Bureau

TABLE II

GROSS TV NETWORK TIME SALES FOR OCTOBER 1950 AND JANUARY-OCTOBER 1950* COMPARED TO 1949 BY PRODUCT GROUPS

Product Group	Oct. 1950	Jan.-Oct. 1950	Oct. 1949	Jan.-Oct. 1949
Apparel	$120,952	$638,726	$31,435	$248,812
Automotive & Acces.	786,424	3,779,042	229,324	922,317
Beer, Wine & Liquor	249,078	1,047,462	65,884	173,720
Bldg. Materials	27,120	70,950	.....	.....
Confectionery & Soft Drinks	305,376	1,209,496	22,308	145,373
Consumer Services	15,120	213,665	13,260	37,055
Drugs & Remedies	75,920	241,415	46,300	142,900
Foods & Food Products	991,132	4,184,644	200,273	889,749
Gasoline, Lubricants & Other Fuels	268,767	1,052,245	126,704	469,491
Horticulture	.....	1,140	.....	.....
Household Equip. & Supplies	500,468	1,672,618	101,250	266,360
Household Furnishings	261,518	1,541,069	157,426	498,966
Industrial Materials	220,336	697,093	.....	.....
Insurance	41,650	41,650	.....	.....
Jewelry	100,195	185,886	27,780	40,008
Office Equip., Stationery & Writing Supplies	15,060	28,290	6,080	9,120
Political	1,840	1,840	.....	.....
Publishing & Media	.....	152,401	20,796	131,063
Radio, TV Sets, Phonographs, Musical Instruments & Acces.	477,709	2,421,327	255,248	1,792,807
Retail Stores & Direct Mail	22,178	41,874	4,894	4,894
Smoking Materials	825,808	4,619,864	333,218	1,704,208
Soaps, Cleansers & Polishes	163,675	440,620	16,920	68,880
Sporting Goods & Toys	31,680	46,350	13,960	49,305
Toiletries & Toilet Goods	796,064	2,735,279	140,428	692,483
Miscellaneous	107,842	207,566	11,774	21,454
Total	$6,405,912	$27,272,512	$1,825,262	$8,320,608

*ABC, CBS and NBC figures, DuMont not reporting in 1950. 1949 figures are for all four TV networks.

SOURCE: Publishers Information Bureau

NAB-TV MEET PLANS

Large Attendance Seen

TWO-THIRDS of the nation's television stations have already indicated they will take part in the industrywide TV convention to be held Jan. 19 at the Stevens Hotel, Chicago.

At the weekend NAB headquarters reported 68 of the 107 outlets had accepted invitations. The meeting will consider plans to set up a separate NAB-TV association, operating within the NAB structure on a federation basis.

Nine stations thus far have indicated they will not attend. Another 34 have not yet replied to the invitation of a committee headed by Harold Hough, WBAP-TV Fort Worth. Other committee members are Robert D. Swezey, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York; William A. Fay WHAM-TV Rochester; George Burbach KSD-TV St. Louis.

Industrywide Need

"The need for an industrywide TV organization is so paramount at this time that much could come from the Chicago meeting," Mr. Hough told BROADCASTING • TELECASTING.

"This is not a merger either with NAB or Television Broadcasters Assn. or any other trade association, in my opinion. It is to be a television organization for television operators everywhere regardless of membership in other creditable organizations.

NAB Can Supply

"I think NAB can supply us with many services, economically. The fact that they can do so will be helpful to our instant growth, but through its own governing committee it should and will be set up, I feel, so that it can stand on its own feet and do the things it feels are best for television. That is its only responsibility.

"I am of the opinion this committee should report to the NAB board for this board's information and should purchase services when they are available on an economical basis. I think the committee should be governed by a small board or committee on which the networks should have representation and I presume this committee will be elected in Chicago on an over-all basis and not a geographic one.

"At least, as chairman, these are some of my general ideas which of course will be presented to the organization committee, which in turn will present the entire fund of ideas from industry sources to the assembled group."

Stations that have told NAB they will be represented at the meeting include:

NAB-TV members—KFI-TV Los Angeles; KING-TV Seattle; KNBH Hollywood; KRLD-TV Dallas; KSD-TV St. Louis; WAVE-TV Louisville; WBAP-TV Fort Worth; WBEN-TV Buffalo; WBNS-TV Columbus; WBTV Charlotte, N. C.; WDEL-TV Wilmington, Del.; WDSU-TV New Orleans; WFBM-TV Indianapolis; WFMY-TV Greensboro, N. C.; WFIL-TV Philadelphia; WGAL-TV Lancaster, Pa.; WHAM-TV Rochester; WHAS-TV Louisville; WHBF-TV Rock Island, Ill.; WKZO-TV Kalamazoo, Mich.; WLWC Columbus; WLWD Dayton; WLWT Cincinnati; WMAR-TV Baltimore; WMCT Memphis; WNBK Cleveland; WNBQ Chicago; WNBT New York; WNBW Washington; WNHC-TV New Haven; WOC-TV Davenport, Iowa; WOR-TV New York; WOW-TV Omaha; WRGB Schenectady; WSB-TV Atlanta; WTAR-TV Norfolk, Va.; WTCN-TV Minneapolis.

TV Stations operated by NAB-radio members—KMTV Omaha; WAFM-TV Birmingham; WAGA-TV Atlanta; WHIO-TV Dayton; WJBK-TV Detroit; WKRC-TV Cincinnati; WMAL-TV Washington; WSAZ-TV Huntington, W. Va.; WSPD-TV Toledo; WSYR-TV Syracuse; WTTV Bloomington, Ind.

NAB non-members—KECA-TV Hollywood; KGO-TV San Francisco; KPRC-TV Houston; KTTV Los Angeles (not definite); WBAL-TV Baltimore; WBKB Chicago; WCAU-TV Philadelphia; WDAF Kansas City; WENR-TV

(Continued on page 60)

PHONEVISION

Chicago Test Underway

MORE THAN 300 families witnessed the debut of Zenith's Phonevision tests on New Year's Day in Chicago, while thousands of others wondered what all the hubbub was about—and while many industry representatives speculated that the question, for the present, was entirely academic.

The national emergency and attendant diversion of critical materials and production into military channels, in the opinion of observers, make the outcome of the Phonevision tests primarily a matter of future rather than present importance, from a realistic standpoint.

They conceded that present conditions do not prevent FCC from holding hearings—if results of the tests appear to justify—to determine whether the pay-as-you-see system of television should be authorized. But, even if authorized, they felt that vital materials shortages and other impediments—including the additional load which they felt would be placed on telephone lines—would prevent any real introduction of the system until the situation returns more nearly to normal.

Zenith spokesmen described response to the initial showings as "terrific," and said no customer complained that the $1 charged for each telecast was too high for the motion picture presented. They said calls flooded the switchboard on the opening day at such a pace that the two operators on duty were rushed throughout the day and evening. Though traffic died down a bit thereafter, they said orders were still coming in at a rate to fulfill the hopes of Zenith and its president, Comdr. Eugene F. McDonald Jr.

Responses Favorable

Comdr. McDonald characterized responses from test families as uniformly favorable.

Zenith had tried for almost a year to lease first-run, top-quality motion pictures from Hollywood and European producers, and three times had had to postpone the tests while the search went on. The first day's fare included "April Showers," with Jack Carson and Ann Sothern; "Welcome Stranger," with Bing Crosby and Barry Fitzgerald, and "Homecoming," with Lana Turner and Clark Gable.

The 300 families participating in the test comprise a cross-section of residents in the Lakeview district on the North Side of Chicago. They were chosen as representative of all sections of the general public. On one side of the district, along the Lake, are some of the most exclusive apartments, hotels and residences in the city. On the west side is a heavy foreign element, and in between, up and down Clark St., are the so-called average dwellers. Actual participants in the test were chosen by the National Opinion Research Bureau, Chicago.

Each test home is equipped with a Zenith television set, which includes Phonevision facilities, and a telephone used only for ordering feature films. If the system is finally authorized as a medium of entertainment, calls for films can be placed with the regular telephone operator. During the test, however, calls are channeled directly into the Phonevision telephone office and to its special operators.

Films are telecast from Zenith experimental stations KS2XBS on Channel 2 three times daily, at 4, 7 and 9 p.m. A charge of $1 is made for each picture seen. The The transmission is scrambled, and presumably can be decoded only on call of the resident to the switchboard exchange. There, another signal is released by the operator, counteracting the jumbled one from the transmitter.

Although Zenith claims the transmitted signal cannot be straightened out without the official "key" signal, BROADCASTING • TELECASTING was told that two persons in Chicago were able to view the movie clearly after making minor adjustments in their homes.

Carl J. Meyers, chief engineer of WGN-AM-FM-TV, was said to have rigged a device in his home shortly after Phonevision test transmissions were begun, so that, after the picture was stabilized, he saw the movie without any distortion. The audio signal is ungarbled.

Angus Pfaff, manager of WNMP Evanston, 12 miles north along the Lake, reportedly judged the speed and distortion of the Phonevision transmission, synchronized the speed of a 10-inch electric fan with it, and watched the movie through the fast-turning blades.

A Zenith engineer, however, said this was impossible.

A BROADCASTING • TELECASTING reporter watched the 7 o'clock performance on the third day of the test. The film was "Lost Honeymoon," an Eagle-Lion production starring Franchot Tone and Ann Richards.

At 6:50 p.m. there were 30 orders for the 7 o'clock feature, five for the 9 o'clock. At 7, there were 35 for the 7 and five again for the 9. At 8:10, just as "Lost Honeymoon" ended, there were still 35 orders for the 7 o'clock feature and 9 for the 9 o'clock film, showing that no one had called to see "Lost Honeymoon" after it had started, and four had called in orders for the 9 p.m. feature, "April Showers."

The weather more than matched the latter, as it was gently sleeting, raining and snowing and turning colder, a fine night for stay-at-homes.

Three Showings

Each film is telecast a minimum of three days, but at different times, presumably to attract housewives, children and business people.

Spokesmen said public curiosity about the medium was so intense that the Phonevision telephone number, leading into the Lakeview office, is busy all day and evening. More than 1,000 calls of inquiry were handled opening day, they said.

Although no details of the response will be released by Zenith until the end of the test, it is understood that the biggest box-office hits at the theatres are the best draws on Phonevision also.

"Welcome Stranger" and "Homecoming," for example, were described as "outstanding" hits during the first few days of the experiment.

Whatever the results of the tests, Zenith may hardly expect to have Phonevision classified as a broadcast service without a fight. Industry opposition is sure to develop based on statements already on record. FCC itself has indicated doubt as to the classification which should be accorded the system, if it is approved.

In the issues for a hearing which the Commission called before it relented and allowed the tests to be made first, FCC specifically raised the question of whether Phonevision, if approved, should be designated as a "broadcast" service, a "common carrier" service, or some other kind of service.

Comr. E. M. Webster also is on record as feeling that subscription radio or television represents a "fundamental change" in the American system of radio that might need Congressional sanction and might also lead to a revision of broadcasting's non-common carrier status. He expressed his views in a dissent when FCC authorized the tests. He said he was keeping an open mind on the Phonevision question, but that he felt "the first move" toward a change in broadcasting as a "free service to the listener" should not be taken without a public hearing [BROADCASTING • TELECASTING, Feb. 13, 1950].

President Paul V. Galvin of Motorola, a competitor of Zenith, said he and his wife were delighted after watching on a set in his home.

"I think it is an added feature any television set owner would appreciate and I hope that it will be approved by the FCC," he said.

H. Leslie Atlass, CBS vice president in charge of the Central Division, who also watched on a set in his home, took a different tack:

"Phonevision is fine," he said. "I like seeing movies that way, but I don't think it fits our broadcasting system or that it can be accepted by the FCC. You remember, FCC turned down subscription radio. If it approves Phonevision, I don't see why you couldn't charge a fee to hear Jack Benny or the *Lux Radio Theatre*."

Full Offering Unknown

Complete roster of film fare to be offered during the three-month experiment has not been revealed, but the first two weeks' showings will include the following:

"Silver River," with Errol Flynn and Ann Sheridan; "Dear Ruth," with Joan Caulfield and William Holden; "I Walk Alone," Lizbeth Scott, Burt Lancaster; Unsuspected," Joan Caulfield, Claude Rains; "Song of Love," Katharine Hepburn, Paul Henreid; "Voice of the Turtle," Eleanor Parker, Ronald Reagan; "Enchanted Cottage," Dorothy Maguire, Robert Young; "Tenth Avenue Angel," Margaret O'Brien, George Murphy; "Murder My Sweet," Dick Powell, Ann Sheridan; "Golden Earrings," Marlene Deitrich, Ray Milland; "Song of the Thin Man," William Powell.

Of the 15 films to be shown during the first two weeks, four each were leased from Paramount, Warner Bros., and Metro-Goldwyn-Mayer—two from RKO, and one from Eagle Lion.

The Zenith office is organized so that complaint calls on equipment failures can be handled promptly, though few are expected.

Several Chicago socialites were given Phonevision installations for their homes, Zenith said, and have "Phonevision parties."

HERE on good ole earth some measurements are taken of one of the helmets worn by the cast in the science-romance series *Tom Corbett, Space Cadet* which moved from CBS-TV to ABC-TV Jan. 1. L to r: Jack Strouse, account executive for Kenyon & Eckhardt, agency for the Kellogg Co., the sponsor; Margaret Garland, one of the stars of the show, and Stan Wolfe, of Rockhill Productions, producer of the TV program.

How to Cut Production Costs.....

PUTTING SALES MESSAGE ON VIDEO FILM

CAREFUL planning of a TV commercial can be likened to procedures in the erection of a building, Mr. Thomas points out, and thus must include blueprints. Actual storyboard sketch of a Sunkist commercial, shown in the inset, is faithfully followed in the camera setup and action, illustrated in the above production "still" taken during shooting of the Sunkist spot.

* * *

By JOSEPH A. THOMAS
PRESIDENT, TELEFILM INC.
HOLLYWOOD

COST of producing commercials for television can be held down but in doing so extreme care should be exercised in effecting only those savings that will *not* result in a lowering of quality. This can be accomplished by the intelligent employment of several practices associated with efficient production, all of which not only result in minimum costs but high quality of finished film.

The production of a television commercial is actually the tangible fabrication of an idea. Therefore, the first and most important step is to work over the idea to a point where it can be translated into film continuity most effectively. In short, actual film production should never start until the original idea has been formed into a definite and acceptable foremat.

Initial planning stage of a TV spot can be likened somewhat to the preliminary procedure in the erection of a building. Here, too, various ideas are considered and discussed until the architect is given definite information with which to begin his plans. And the planning of a film commercial is no way different than the planning of a building in that all interested parties should participate in the first discussions.

In television this is meant to include not only the client and agency but the producer as well. By doing this, many non-essential items that would raise production costs can be eliminated at the start. As an example, the inclusion of expensive casts that should never be used except for a definite reason or purpose and the elimination of costly sets where they are not needed. Thus, many economies can be instituted at the outset and weighed carefully by all concerned as to their effect on the end result.

By using this method of initial preparation of the foremat, or general plan, considerable savings are incurred since it is obviously cheaper to make mistakes on paper than it is on film. This fact also applies to the second step in spot preparation which corresponds to the second stage in building, namely the engineering of the architect's plan.

Second or final planning procedure should also include everyone connected with the actual production. It is at this point that the idea is actually developed on paper. The accepted foremat resulting from the first discussions is now outlined, scene by scene, to form the complete commercial.

Best way to do this is by means of a storyboard which is simply a series of rough sketches depicting action that is to take place in each scene of the film's continuity. The accompanying photographs illustrate the value of this. One is an actual storyboard sketch from the Sunkist series; the other discloses how closely the production setup followed this preliminary planning. And this is important to cost savings for two definite reasons.

First, it is the only method whereby scene by scene action can be visualized and passed on before it is filmed. This permits everyone to be satisfied at the start. When production is undertaken simply from discussion or a written outline, dissatisfaction often results, since no two people will visualize the outcome in the same manner.

Secondly, production setups can be made rapidly from the storyboard sketches, thus affording a cut in production time and its accompanying costs.

Therefore, sketching and resketching the storyboard until everyone is completely satisfied is one of the most important money-saving methods that can be employed in the production of films for television or any other purpose.

* * *

MR. THOMAS

For Low Cost and High Quality

1. **Proper planning on paper in order to eliminate costly errors on film.**
2. **Thorough consultation between client, agency and producer with the action of the proposed spot sketched in storyboard form so as to prevent any misunderstanding as to the appearance of the action in the finished film.**
3. **A definite tailoring of the spot idea to fit the budget.**
4. **Rejection of complicated picture production when a simple, straightforward message will be more effective and have more impact.**
5. **Selection of an experienced, well-equipped organization for the actual production work.**
6. **Employment of efficient production equipment such as synchronous magnetic film that will hold down costs without affecting quality.**

Tailor Idea To Fit Budget

Another important essential to production economy lies in selection and treatment of the original idea. Make certain that they are tailored to fit the budget. In a good many instances where there is a lack of knowledge as to basic production costs, this is not the case. It is surprising to find so many instances where tendency is to say to the producer: "Here's what we want and this is what we can pay for it."

It is hardly necessary to point out the error in such an approach to final production, yet it continues to crop up again and again. So the first thing that should be done is to determine the amount of money that can be spent in making the

(Continued on page 72)

BETWEEN COMMERCIALS

BY KAY MULVIHILL

Thousands of war veterans stationed in the Bay Area hospitals are now enjoying television in their wards thanks to KPIX's "TV Sets for Vets" campaign. The enthusiastic response of Northern California viewers to KPIX's call for funds was a gratifying indication that the spirit of giving still prevails.

Last week on the Del Courtney Show, twenty five of the television sets were presented to representatives of Oak Knoll, Travis Air Base, Mare Island and Letterman hospitals. An additional number will go to other veteran's wards within the next few weeks.

The donations, which have poured in to the station from hundreds of people throughout Northern California have far exceeded all expectations.

ACADEMY AWARDS

Plans are now underway for San Francisco Academy of TV Arts and Sciences' Annual Awards dinner. The banquet is scheduled for February 24, at which time awards for outstanding work in the past year will go to local talent and stations.

RENEWALS

Sherman Clay has renewed sponsorship on KPIX's "Music Album," which now goes into its third year. The popular feature, which is San Francisco's oldest TV musical, will include organist June Melandy, emcee Sandy Spillman and guest vocalists in its 1951 series.

Eaglesons' Clothing Co. also renews on "Talent Showcase"—a program that has been a stepping stone into the entertainment world for many a talented contestant.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc

560 KC KSFO 560
Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

NATS TV RIGHTS

Only 21 Games Available

TELEVISION rights to the Washington Nats' 1951 baseball games hung in the balance late last week following an announcement by the American League team's management officials that only 21 home contests would be available for purchase.

In any event, it appeared that Nat President Clark Griffith had backtracked from an earlier position last year that his club would prohibit all telecasts from Griffith Stadium in 1951 [BROADCASTING • TELECASTING, May 8, 1950].

In announcing the curtailment of baseball telecasts from 77 to 21 home games (three with each visiting team, with a flat ban on Sunday and holiday contests), Mr. Griffith said he felt it "necessary to the club's operation." The Nats owner has frequently criticized baseball telecasts more on the ground that they allegedly cut into minor league team attendance than for any "adverse" effects on major league box office receipts.

Last week the Nats management was angling for sale of TV rights with Washington TV station and advertising executives. Calvin Griffith, vice president of the club and son of the owner, told BROADCASTING • TELECASTING that rights would go to the highest bidder. He said three TV stations "and as many sponsors" had expressed interest in the limited coverage.

"We will have to take a reduction in the fee paid by sponsors, of course," Clark Griffith reportedly conceded. Last year's rights —radio, video and in-the-park privileges calling attention to the sponsor's product—were sold to Liggett & Myers Tobacco Co. for between $100,000 and $140,000.

Gate Drop Noted

Mr. Griffith explained: "We were 70,000 below our attendance figures of 1949 at the end of the 1950 season, despite the fact that we had a fifth place team compared to the eighth place club of 1949."

There was evidence that Washington TV broadcasting may balk at negotiations for rights to the games on such a restricted scale, reasoning that periodic telecasts would disrupt their heavy schedules. At least one station—WTTG, the DuMont television outlet which carried the games last year—is known to oppose such a move by the baseball club, and at present is "not interested" in the video purchase, according to Walter Compton, WTTG general manager.

Limited baseball telecasts also were announced for Cincinnati Reds 1951 contests, with General Manager Warren Giles restricting video play-by-play to weekday afternoon games. According to present plans, a total of 29 games out of 77 will be telecast. The National League club is withholding TV rights to 24 night and 12 Sunday doubleheader forays. All Redleg home contests were telecast last year. Radio broadcasts of the complete home and road schedule will continue.

Uncle Roscoe makes with chalk-talk for three young moppets who appear on his Playtime Party *over KSL-TV.*

FEATURE FILMS

WGN-TV Buys 19 First-Runs

WGN-TV Chicago has purchased first-run rights in Chicago to 19 Eagle-Lion films produced for release to theatres in 1947, 1948 and 1949. Station claims these are the latest releases to be made available to television.

The package, including 11 feature-length films and eight westerns, represents a production cost of $15,400,000. Titles and starring players of the feature films are:

"Out of the Blue" with Virginia Mayo and George Brent; "Love From a Stranger" with Sylvia Sidney and John Hodiak; "Repeat Performance" with Joan Leslie and Louis Hayward; "Red Stallion in the Rockies" with Wallace Ford and Jean Heather; "Adventures of Casanova" with Arturo de Cordova and Lucille Bremer; "On This Corner" with Scott Brady and Anabel Shaw; "Behind Locked Doors" with Richard Carlson and Lucille Bremer; "Assigned to Danger" with Gene Raymond and Noreen Nash; "The Cobra Strikes" with Leslie Brooks and Richard Fraser, and "Bury Me Dead" with Cathy O'Donnell and Mark Daniels. The Western films feature Cowboy Eddie Dean, assisted in several of the films by Roscoe Ates.

NAB-TV

(Continued from page 57)

Chicago; WFAA-TV Dallas; WGN-TV Chicago; WJZ-TV New York; WMBR-TV Jacksonville, Fla.; WOI-TV Ames, Iowa; WTMJ-TV Milwaukee; WXYZ-TV Detroit.

TV-only non-members — KEYL San Antonio; KOTV Tulsa; WHEN Syracuse; WPIX New York; WXEL Cleveland.

Representing NBC stations will be Jim Gaines, New York, and Frank M. Russell, Washington. George B. Storer and Lee B. Wailes will attend for Fort Industry Stations. J. Leonard Reinsch will represent the Cox stations; Clair McCollough will attend for the Steinman group; John Murphy will represent Crosley stations. Otto Brandt and Joseph A. McDonald will attend on behalf of ABC.

KIDDIES PARTY

Hotel Buys KSL-TV Series

PARENTS in the viewing vicinity of KSL-TV Salt Lake City who find themselves implored to eat out these days can thank their small children and a large hotel. That's one of the results of the Hotel Utah's sponsorship of *Uncle Roscoe's Playtime Party* on KSL-TV each Tuesday and Thursday at 4:30 p.m.

The hotel, billed as the largest in the west, is using television for the first time—and getting results, through the kiddies, that pay off at the Hotel Utah coffee shop cash register. Series got underway Dec. 19 under a 26-week contract.

"Uncle Roscoe"—Roscoe Grover —chats with young guests and paints talk-chalk pictures, inviting his video audience to work along with him. Mr. Grover formerly was director of radio training at Ned Wayburn Institute, New York, and manager of KSUB Cedar City, Utah. In the 1920s he was featured on KSL telling "Uncle Roscoe" stories, and is now airing a similar series on KSL.

The new TV series draws a large response, much of it from the smaller towns usually deemed outside the viewing area, according to KSL-TV. Mr. Grover plans to conduct children's tours of Hotel Utah kitchens.

KAGRAN CORP.

Buys 'Howdy Doody' Rights

KAGRAN Corp., financed by a Wall Street group, has acquired rights to the names and characters of *Howdy Doody*, heretofore a Martin Stone Production package. In addition the corporation has signed Mr. Stone as its general manager.

Kagran also has signed a contract with NBC granting the network exclusive television rights for the use of the Howdy Doody name and characters in a long term arrangement. Bob Smith, under contract with NBC and previously part owner of Howdy Doody, will continue to render exclusive services for NBC and will serve as emcee on the *Howdy Doody* television program.

Mr. Stone will be in charge of all Howdy Doody licensing activities, as well as the supervision of the script and script material on the show. In his capacity as general manager, for Kagran, he also will develop radio and television programs plus supervising other licensing activities in addition to Howdy Doody.

Kagran also has employed Edward Kean, writer on the *Howdy Doody* program, in charge of programming; Mrs. Leila E. B. Hadley, formerly with Al Capp Assoc., in charge of publicity and promotion, and Dana Campbell, previously with Henry, Hurst & McDonald, Chicago, as a writer.

They "welded" glass and metal for better television!

From this research came a new way to mass-produce kinescopes

No. 13 in a series outlining high points in television history

Drawing and photograph from the RCA collection

RCA scientists and engineers *have shortened the glass-and-metal kinescope more than 20%—while keeping the picture big.*

When kinescopes for television were first produced in volume there was a natural reason for the choice of glass as the working material. The vacuum in a kinescope is many times better than in an electric bulb. Glass, over many decades, has proved to be the most easily worked material for *containing* a vacuum.

Postcard-size pictures, *mechanically produced, were standard-size in the twenties, before RCA research had developed today's all-electronic, big-screen receivers.*

But so swift was the first growth of television that scientists and engineers at RCA looked for a new way to mass-produce the tubes—and found it.

Their new technique called for a *metal* shell, into which was sealed a glass faceplate. Between the glass and metal they made a tight "weld," so perfect that it held the high vacuum needed.

Since the metal shell and glass faceplate were easy to produce in volume, RCA's new kinescope helped make lower television prices possible. Glass-and-metal kinescopes are now serving in millions of television homes.

Development of the new tube was only one step for RCA engineers. For more compact home receivers, with bigger screens, they shortened the tube more than 20%. Then *Filterglass* faceplates—developed through research first investigated by scientists at RCA Laboratories—were added. Result: sharper, clearer pictures.

As so often happens in research, the benefits you enjoy today came only step-by-step. Our present dependable glass-and-metal kinescopes can be said to have grown from a remarkable union—the successful "welding" of glass and metal!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 280,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.

WSPD-TV
CHANNEL 13
Nat. Sales Hq: 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

Late-Evening Viewing Studied by Advertest

(Report 145)

THREE-QUARTERS of all television families in the New York television area watch TV after 11 p.m. at least one night a week. The average number of nights video is viewed after 11 p.m. in "viewing homes" is 4.1. These are among the major findings reported by Advertest Research following a study covering late evening televiewing.

Televiewers are staying up later to watch the medium, with Advertest reporting two-thirds of the time devoted to late evening televiewing now has come from hours previously spent sleeping. The other third reportedly has come from such activities as reading and radio listening. Half of all television families covered were found to go to bed later now than they did before television.

General satisfaction with the programs presented was expressed by the late evening televiewers. Those who do not watch were found to retire before 11 p.m. and it was felt that even with program changes they could not be induced to watch.

Almost half of all television sets in the area were found to be on any night between 11 p.m. and midnight on the average. Almost a quarter of all television sets were reported to be on any night between 11 p.m. and 1 a.m. on the average.

Advertest reports the audience per late evening viewing set is slightly more than two persons, one male and one female. After midnight there is a decrease.

* * *

Tele-Que Surveys Commercial Preferences

BEST-LIKED television commercial in the San Francisco area was one for Holsum bread, according to a monthly Tele-Que survey just released by Coffin, Cooper & Clay Inc., television research organization. Survey covered 441 TV set owners in the San Francisco viewing area in the period Nov. 27-30. Runners-up for the best-liked category were, in order: Lucky Strike, Goebel beer, Kilpatrick's bread and Texaco commercials.

* * *

WFIL-TV Announces Rate Card No. 8

RATE CARD No. 8 becomes effective Jan. 15 at WFIL-TV Philadelphia, according to an announcement by Kenneth W. Stowman, television sales manager of the WFIL stations. In Class A time (7-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sat. and Sun.) the new hour rate on a one-time basis becomes $1,000 for live studio and film time. Five minutes in Class A is pegged at $250 while 20-second and one-minute announcements will become $200 on a one-time basis.

New rate for an hour of Class B time (5-7 p.m., Mon.-Fri.; 10:[illegible] 11 p.m., Mon.-Sun.) is $750. Announcements will be $150 for [illegible] seconds or one minute on a one-time basis.

All other times, Class C, are to start at $500 an hour on a one-time basis. Five minutes of Class C time will be $125 and announcements start at $100.

Several special announcement buys also are available on WFIL-TV. Rate protection is offered for six months. Frequency discounts may be accrued at the rate of 5% for 26 consecutive weeks and 10% for 52 consecutive weeks of telecasting.

* * *

Berle Holds Top Place In ARB's TV Rating

MILTON BERLE'S *Texaco Star Theatre* was seen in 6.5 million homes and had a rating of 67.[illegible] during the first week in December according to the latest TV Nationals of American Research Bureau released Dec. 30. Top 10 programs and number of homes reached during Dec. 1-8 period as reported by ARB are as follows:

		Homes (Add 000)
1.	Texaco Star Theatre	6.5[illegible]
2.	Philco TV Playhouse	4.[illegible]
3.	Comedy Hour (Cantor)	4.[illegible]
4.	Your Show of Shows	4.[illegible]
5.	Godfrey's Talent Scouts	3.[illegible]
6.	Fireside Theatre	3.[illegible]
7.	Toast of the Town	3.[illegible]
8.	Studio One	3.[illegible]
9.	Godfrey & His Friends	3.[illegible]
10.	Groucho Marx	3.[illegible]

Weekly Television Summary—January 8, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	6,100
Ames	WOI-TV	33,724
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	252,226
Binghamton	WNBF-TV	30,110
Birmingham	WAFM-TV, WBRC-TV	35,000
Bloomington	WTTV	13,000
Boston	WBZ-TV, WNAC-TV	609,388
Buffalo	WBEN-TV	160,180
Charlotte	WBTV	50,406
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	776,700
Cincinnati	WCPO-TV, WKRC-TV, WLWT	223,000
Cleveland	WEWS, WNBK, WXEL	372,213
Columbus	WBNS-TV, WLWC, WTVN	122,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	91,877
Davenport Quad Cities	WOC-TV Include Davenport, Moline, Rock Is., E. Moline	32,199
Dayton	WHIO-TV, WLWD	146,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	376,706
Erie	WICU	43,470
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	91,877
Grand Rapids	WLAV-TV	97,166
Greensboro	WFMY-TV	41,968
Houston	KFRC-TV	58,433
Huntington-Charleston	WSAZ-TV	32,500
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	26,000
Johnstown	WJAC-TV	54,472
Kalamazoo-Grand Rapids	WKZO-TV	95,860
Kansas City	WDAF-TV	83,450
Lancaster	WGAL-TV	71,951
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	831,232
Louisville	WAVE-TV, WHAS-TV	65,7[illegible]
Memphis	WMCT	70,1[illegible]
Miami	WTVJ	50,0[illegible]
Milwaukee	WTMJ-TV	189,5[illegible]
Minn.-St. Paul	KSTP-TV, WTCN-TV	188,1[illegible]
Nashville	WSM-TV	16,7[illegible]
New Haven	WNHC-TV	114,7[illegible]
New Orleans	WDSU-TV	43,5[illegible]
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,000,0[illegible]
Newark	WATV Inc. in N. Y. Estimate	
Norfolk	WTAR-TV	44,5[illegible]
Oklahoma City	WKY-TV	61,7[illegible]
Omaha	KMTV, WOW-TV	56,7[illegible]
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	725,0[illegible]
Phoenix	KPHO-TV	22,9[illegible]
Pittsburgh	WDTV	212,0[illegible]
Providence	WJAR-TV	100,2[illegible]
Richmond	WTVR	51,7[illegible]
Rochester	WHAM-TV	70,0[illegible]
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Is., E. Moline	32,1[illegible]
Salt Lake City	KDYL-TV, KSL-TV	35,9[illegible]
San Antonio	KEYL, WOAI-TV	37,3[illegible]
San Diego	KFMB-TV	76,0[illegible]
San Francisco	KGO-TV, KPIX, KRON-TV	127,0[illegible]
Schenectady Albany-Troy	WRGB	125,0[illegible]
Seattle	KING-TV	55,4[illegible]
St. Louis	KSD-TV	221,3[illegible]
Syracuse	WHEN, WSYR-TV	88,1[illegible]
Toledo	WSPD-TV	70,0[illegible]
Tulsa	KOTV	52,2[illegible]
Utica-Rome	WKTV	33,0[illegible]
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	265,4[illegible]
Wilmington	WDEL-TV	53,4[illegible]

Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 10,063,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

One of the three San Francisco Bay Area Television Stations...

leads in number of local sponsors
leads in number of national sponsors
leads in total number of sponsors

(as shown by the Rorabaugh report for Nov., 1950)

And another thing:

This same station telecasts more of the once-a-week and multi-weekly programs with largest share of audience than the other two San Francisco stations combined.

(as shown by the Pulse reports for Oct. and Nov., 1950)

This station that's so clearly out in front with both advertisers and TV-viewers is....

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

And the facts we cite certainly prove that KRON-TV

puts more eyes on spots

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco

COLOR MATERIALS

NPA Contemplates No Action

ASSURANCE was given last week by NPA Administrator William H. Harrison that his agency "contemplates" no action on a radio-TV industry appliance group recommendation that allocation of critical materials for color TV be prohibited.

In a reply to CBS President Frank Stanton, who had asked that color TV be permitted "to share materials with standard black-and-white television," Gen. Harrison stated that NPA has taken no action and contemplates no such move as advocated by the Radio, Television & Household Appliance Wholesale Industry Advisory Committee [BROADCASTING • TELECASTING, Jan. 1, Dec. 25, 1950].

Gen. Harrison added that he would be happy to confer with Dr. Stanton at any time in light of the CBS president's request, notwithstanding the fact that NPA is not considering such action. The advisory group had recommended that NPA postpone consideration of any orders which would permit end products or component parts to be used in color TV equipment.

President Stanton felt the proposal was "one more effort to block color television" and expressed belief that it would be possible for color TV to "gain a start during the current emergency."

The NPA official's reply had the effect of underscoring an obvious reluctance of the production authority to take any part in the color TV issue in conferences with industry officials.

Text of Dr. Stanton's earlier letter to Gen. Harrison:

Press reports indicate that the National Production Authority has received from a group of wholesalers a request that use of materials for color television be forbidden. CBS obviously has no desire to suggest anything which will impede the mobilization effort, but we do believe that it is possible for color television to gain a start during the current emergency by being given an opportunity to share materials with standard black-and-white television and other consumer products.

We cannot help but feel that the reported request to the NPA is one more effort to block color television, in addition to those made before the FCC and the courts which have already failed. If press reports are correct, and if the National Production Authority has the elimination of color television under consideration, we would greatly appreciate an opportunity to discuss the matter with your representatives.

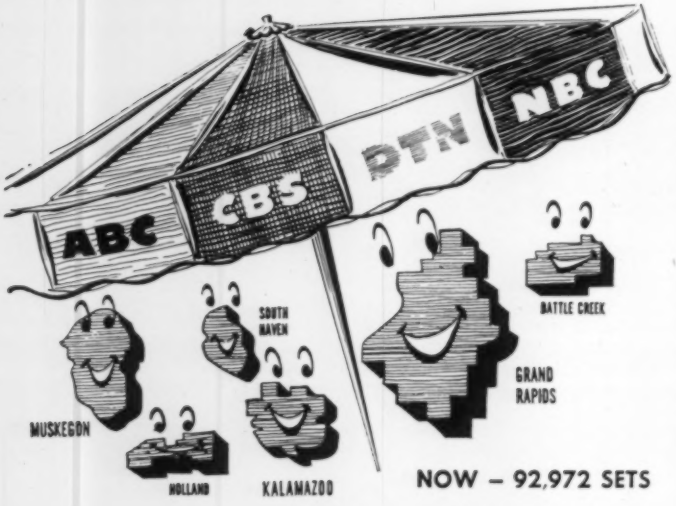
OKLAHOMA BAN

Lawmakers Weigh TV Bid

TELEVISION cameras and cameramen were banned from the Oklahoma legislative chambers last week as lawmakers debated whether to permit daily TV broadcasts of their sessions.

The Oklahoma Senate went into executive session, closing its doors to all spectators, including the press, in order to consider WKY-TV Oklahoma City's offer to telecast one hour of the legislature's proceedings daily from 12 noon-1 p.m. daily.

nothing but smiles under our umbrella!



NOW – 92,972 SETS

WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

BACKGROUND PROCESS SHOTS

Telefex Adopts Movie Technique for Vid

"THE MOTION picture technique of process shots for both still and moving backgrounds will soon be the established method of providing sets and rapid scene changes for television shows."

That is the opinion of Donna Fargo, owner and general manager of Telefex Inc., Hollywood firm that provides such a service to TV stations and advertising agencies.

Miss Fargo

With some 20 years of experience in motion pictures as actress, stunt woman and technical assistant, Miss Fargo perfected the old movie technique for TV and formed her own company to sell this service. She firmly believes that the tricks learned in film studios will eventually become standard operating procedure in TV.

Miss Fargo uses both film and glass slides to provide thousands of different types of backgrounds for shows—scenes it would not be possible to duplicate with stage sets. In the system she has worked out, the special effects in stage setting are obtained by throwing an image on a large screen, the picture blending with stage properties to give illusion of a realistic scene.

"You can do a hundred different things with film that you can't do with stage sets," she declares.

Technique Outlined

A scene aboard ship, for example, Miss Fargo pointed out, is achieved by having one or two stage props in the foreground with a sharp, black and white picture on the screen in the background of a ship's railing and mountainous waves seemingly as far as the eye can see.

The image thrown on the screen is proportionate in size to the rest of the stage setting. This is made possible by the rear projectors located behind the screen, Miss Fargo said. Moving these projectors close to or away from the screen, gives required image size.

Telefex also has developed double slides with two different scenes on one side. These are used in a variety of ways. As an example, it may include a man and woman holding a telephone conversation from widely separated points. The man and woman simply stand in front of the screen to create illusion of being in the room or at place shown on screen.

For street traffic, horse races, moving trains or any other such type of set in which background must have moving objects, regular movie film is used.

Miss Fargo told of a weekly half-hour quiz show, *Stop, Look & Listen*, sponsored recently on KECA TV Hollywood, which had more than 30 scene changes with use of the Telefex rear projection image thrown on a theatre-size screen.

"Could any TV show afford that many set changes in a half-hour telecast?" she asked. "The answer obviously is no. And that is why I believe the answer to a great variety of backdrops will be process shots, used just as they are in motion pictures."

Among Hollywood originating TV shows using Telefex process are *Teleteen Reporter* on KLAC TV; *Life With Linkletter*, *Chevrolet Triple Feature Theatre*, *Hollywood Theatre Time* and *Ruggles* on KECA-TV, the ABC TV outlet. Telefex system is also being used by ABC-TV on many of its New York and Chicago TV shows.

CMQ-TV DEBUT

Inauguration Set March 1

CMQ-TV Havana, which started operations experimentally on Dec. 15 and has been increasing its hours ever since, will have its official inauguration on March 1, Director General Goar Mestre announced last week.

He said the new CMQ television building, with an area of more than 40,000 square feet and containing four TV studios, is slated for completion by that date. CMQ TV is on Channel 6.

Because of insistent advertising demand, CMQ-TV went on the air in mid-December, experimentally. The results of the initial operation on Dec. 15 were so encouraging, Mr. Mestre said, that the station carried ball games that same night —and on subsequent days and nights.

Mr. Mestre outlined his TV plans in a telecast Dec. 8 followed by film shorts, a dramatic show entitled *Tension en el Canal 6*, which was sponsored by Admiral Corp. and ball games. Since then, the station has carried experimental programs four nights a week and sports on Tuesday, Thursday, and Saturday nights and Sunday afternoons. Starting time has moved from 8:30 to 8 p.m., is slated to go to 7:30 p.m. beginning today (Jan. 8) and to 6 p.m. by the end of January.

Mr. Mestre said he had had reports of reception as far away as Santa Clara, 150 miles distant.

CMQ-TV is Cuba's second television station. Union Radio's CMUR-TV commenced operations last fall.

PACKARD-BELL, Los Angeles, has added a new 17-inch TV console model 2302 to its line of TV sets.

"3" to Get Ready...

HE'S A HIT!

FOR the past month Ernie Kovacs, bright new star of "3 TO GET READY", has been conducting the fastest moving, most complete morning program ever presented on the Philadelphia air-waves. He's a hit!

And Philadelphians are watching and listening to "3 TO GET READY", WPTZ's new early morning television program, seen every day, Monday through Friday, from 7:30 to 9:00 o'clock.

We could dwell at length on the 3,500 letters the program pulled without promotion in its first two weeks on the air; how its initial ratings surprised even the survey specialists; the hundreds of people who have asked to join the show's EEFMS club—"Early eyeball fraternal and marching society"; or the top level advertisers who already have signed for participations on WPTZ's new early morning venture. Instead, let's just say that WPTZ believes that "3 TO GET READY" will be the morning counter-part of what WPTZ's "Hollywood Playhouse" was to afternoon television and "Frontier Playhouse" was to the early evening.

Give us a call here at WPTZ, Philadelphia, or see your NBC Spot Sales Representative, so you can get the full story on "3 TO GET READY"—the program that has the whole town talking.

Philco Television Broadcasting Corporation
1800 Architects Building Philadelphia 3, Penna.
Telephone LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

ABC SIGNS

For New AT&T Facilities

ABC announced last week the first order in writing for fulltime use of Omaha-San Francisco intercity TV transmission facilities of AT&T, which the latter announced earlier would be available late this year when Omaha is connected with San Francisco via Salt Lake City. Coaxial cable and radio relay facilities already connect San Francisco and Los Angeles.

Commenting on the expected coast-to-coast TV program service, Fred Thrower, ABC vice president in charge of TV sales, said, "I anticipate that the majority of our advertisers will convert immediately from a delayed program basis to 'live' programs as soon as the cable is available."

Last week's written order by ABC confirms an earlier oral order.

Harrington To Speak

JACK HARRINGTON, president and co-founder of Harrington, Righter & Parsons, national TV station representative, is the first speaker designated for the first annual Regional Television Seminar to be held in Baltimore Feb. 16-17 [BROADCASTING • TELECASTING, Jan. 1]. Co-sponsors of the TV seminar are WAAM (TV) Baltimore, American U., Johns Hopkins U., Temple U. and U. S. Office of Education.

film report

TELEMOUNT Productions, Hollywood, producing series of five animated-live action films for **Thrifty Drug. Co.**, for three drug products. Films include two one-minute commercials each for Rybutol and American Duo-B-12, both vitamin products, and one for Histaline (cough syrup). Agency: **Milton Weinberg Adv. Co.**, Los Angeles.

William R. McAndrew, general manager **WNBW (TV)** Washington, announces exclusive contract with **Snader Telescriptions** for 400 musical telepix. Contract, for 14 months, gives Washington area sole rights to 3½-minute series featuring top singing and dancing stars of musical world. Stars include Mel Torme, Peggy Lee, Patricia ("Kiss Me Kate") Morrison and others.

Jerry Fairbanks Productions, Hollywood, has started new series of 10 TV film spot announcements for **Oldsmobile.** Signed for leading parts in commercials are Alan Ray, Charles Harvey, Linda Williams and Ann Douglas. Oldsmobile agency: **D. P. Brothers**, Detroit. Firm recently signed four additional artists for special film, *Tubby's Trouble*, for **Metropolitan Life Insurance Co.**

* * *

Fairbanks also recently made films of TV versions of two **Campbell Soup** sponsored programs. Half-hour NBC *Double or Nothing* and quarter-hour CBS *Club 15* filmed on 35mm. Tape recordings of programs were made with idea of doing both shows simultaneously on radio and TV in future.

* * *

Clarence Sliffer named technical supervisor for **Vitascope** by **Sol Lesser**, Hollywood. Mr. Lesser holds rights to French invention which provides photographic "sets" for use in TV and motion picture production. . . . **Red Humphreys**, still photographer for *Los Angeles Times*, has replaced **Charles Desoria** as newsreel cameraman in Korea for **KTTV (TV)** Hollywood. Mr. Desoria was in accident and returns to Hollywood after three months on Korean fighting front.

* * *

WEWS (TV) Cleveland started daily **INS** news service Jan. 1, becoming second subscriber in that market.

EDUCATION BID

JCET Asks FCC Delay

JOINT COMMITTEE on Educational Television, which has carried the brunt of education's bid for reservation of certain VHF and UHF TV channels, last week petitioned FCC to delay at least a week the further proceeding scheduled to commence on the issue Jan. 15 [BROADCASTING • TELECASTING, Dec. 11, 4, 1950].

Late last week the Television Broadcasters Assn. was expected to ask FCC for leave to intervene in the hearing to present evidence respecting commercial TV's past and current role in education. NAB already has been granted similar permission by the Commission and has been holding numerous meetings to prepare commercial radio's case.

JCET told FCC a series of meetings has been held and working committees organized since the close of the earlier phase of the hearing, but preparations were seriously hampered by the long recess at educational institutions over the Christmas and New Year holidays.

JCET stated it proposes to present a survey of the need for educational TV stations. The survey will be confined to the northeastern section of the U. S., however, because of the limited time, the petition explained, noting this area presents the most difficult allocation problems because of population congestion and poor geographical spacing. Several additional general witnesses also are to be presented, JCET said.

UNFAIR CHARGE

IBEW Files Against CBS

UNFAIR labor practice charges were filed with the National Labor Relations Board against CBS Hollywood last week by the International Brotherhood of Electrical Workers, following replacement of eight of nine stagehands at KTSL (TV) Hollywood by members of International Alliance of Theatrical Stage Employes. Substitution action followed official taking-over of the former Don Lee TV station by CBS after FCC approval of the Don Lee purchases [BROADCASTING • TELECASTING, Jan. 1].

Two of the eight men dismissed were reportedly offered jobs as set-up men at CBS (AM). The one remaining was given no guarantee as to the duration of his position at KTSL, it was said.

Stating that IATSE has no union contract with KTSL, IBEW charges the network with "discriminatory action" according to the Taft-Hartley Act, which provides that where no union shop agreement exists, men of any union should stand an equal chance of being hired.

The network at present has contracts with both unions covering radio and TV employes at its Columbia Square and Vine St. studios. IBEW covers men at Studios B and C, Columbia Square.

upcoming

Jan. 7-12: Protestant Radio Commission Eastern Regional Religious Radio Workshop, Yale U., New Haven, Conn.

Jan. 12-13: Mid-Winter Conference, Advertising Assn. of the West, Jokake Inn, Phoenix.

Jan. 15: First District Convention, Advertising Federation of America, Hotel Sheraton, Providence.

Jan. 15: Media Conference, American Assn. of Professional Baseball Leagues, Columbus.

Jan. 17-18: RTMA Industrial Relations Conference, Statler Hotel, New York.

Jan. 22-26: AEEI Winter General Meeting, Hotel Statler, New York.

Jan. 23: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.

Jan. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.

Jan. 31-Feb. 2: NAB Board Meeting, Belleview-Biltmore Hotel, Belleair, Fla.

Feb. 3: Radio Correspondents Assn. Dinner for the President, Hotel Statler, Washington, D. C.

Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 15-19: NAB Convention, Hotel Stevens, Chicago.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

Open Door to Homemakers of Central New York . . . .

Kay Russell

Guiding genius of Ladies' Day, former Lever Bros. fashion consultant, Mrs. Russell is a successful housewife, the mother of four children. She is a member of the Jordan Community Council, League of Women Voters and is active in Girl Scout and Boy Scout work.

LADIES' DAY

WSYR-TV's brand-new women's service show features homemaking, fashions, cooking, beauty, child care—a complete VARIETY of women-interests. A wonderful setting for effective demonstration of your product by Mrs. Russell.

Monday through Friday, 2:45 P.M.
Participating

Write, wire or phone for availabilities

WSYR ACUSE TV
Channel 5

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

SEVENTH-DAY Adventists pioneer in religious TV by arranging for a year's telecasting of *Faith for Today*, Sunday, 12:30-1 p.m., over ABC-TV. Completing contract are (l to r) Milton Carlson, vice president, Western Advertising Agency, Los Angeles; Paul Wickman, director of radio and television activities, General Conference of Seventh-Day Adventists, and Slocum Chapin, ABC's eastern television sales manager. The Adventists churches of North America also sponsor *Voice of Prophecy* on radio over MBS and ABC. The new TV series will beam separate programs to both the East and the West Coasts. The churches have a TV budget of some $300,000, radio expenditure of more than $1 million and an expanding radio coverage of religious and educational programming throughout the world.

TV ADS
'Lessons' Reviewed

NATIONAL Better Business Bureau letter, released last week to the industry, describes the recent American Television Dealers and Manufacturers campaign using the theme that children in homes without television are underprivileged as "a setback for advertising." It lists five "lessons" disclosed by the "unprecedented public complaint."

Advertising should not "be used to undermine the child-parent relationship"; "to coerce parents into buying by falsely implying that failure to buy constitutes neglect of family responsibility and duty, and contributes to maladjustments"; "make use of inaccurate assumptions regarding psychological problems to instill guilt and inadequacy in the minds of readers"; "make use of themes tending to subvert the stability and unity of American family life by sowing seeds of dissension, disunity or distrust"; "be used irresponsibly as a law unto itself in disregard of public interest," the letter stated.

SWAYZE HONORED
Wins First Majestic Award

JOHN CAMERON SWAYZE was named winner of the "Mighty Monarch of the Air" award for January, as the "TV newscaster who contributed the freshest and most informative technique to television news presentation," by the nation's TV editors [CLOSED CIRCUIT, Jan. 1].

Mr. Swayze is the first recipient of the monthly award, sponsored by Majestic Radio, which is bestowed by an awards committee after a poll of television editors coast-to-coast. He received the award from Leonard D. Ashbach, president of Majestic Television & Radio Div. of the Wilcox-Gay Corp., at a dinner in New York Jan. 3.

'Universal Homemaking'

LANDERS, Frary & Clark, New Britain, Conn., manufacturers of Universal appliances, will sponsor a new program, *Universal Homemaking*, with Susan Adams, Thursday, 2-2:15 p.m., over WABD (TV) New York and 22 stations of the DuMont network, beginning Feb. 1. The agency is Goold & Tierney Inc., New York.

NBC-TV's *American Forum of the Air* has been awarded the title, "The public affairs show of the year 1950," by *TV-Guide* magazine.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

RCA TUBES

The standard of comparison

If it's RCA . . . the show goes on

THE RCA-5820 Image Orthicon features exceptionally high sensitivity . . . a spectral response approaching that of the eye . . . unusual stability . . . and a resolution capability of better than 500 lines. Primarily for outside pickup, the 5820 is also suitable for studio use.

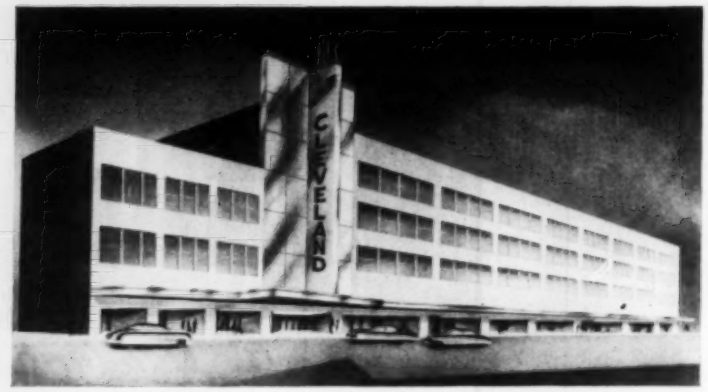
Available through your local RCA Tube Distributor

RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES HARRISON, N.J.

'50 Billings

(Continued from page 17)

Philco Corp.	1,618,996
Gillette Safety Razor Co.	1,412,661
Serutan Co.	1,073,382
The Quaker Oats Co.	955,010
H. J. Heinz Co.	943,678
Pepsi Cola Co.	925,610
Equitable Life Assurance Society of the U.S.	924,581
The Norwich Pharmacal Co.	843,782
Gospel Broadcasting Assn.	802,229
The Andrew Jergens Co.	685,320
General Motors Corp.	613,884
William R. Warner & Co. Inc.	607,566
George A. Hormel & Co.	541,755
Seeman Brothers Inc.	536,339
Pacific Coast Borax Co.	480,563
Adam Hat Stores Inc.	439,443
Lutheran Laymen's League	436,652
The Frank H. Lee Co.	387,796
Bruner-Ritter Inc.	346,931
Speidel Co.	316,324
Miles Laboratories Inc.	310,960
Pan American Coffee Bureau	310,512
The Texas Co.	304,930
Libby, McNeil & Libby	282,275
Trimount Clothing Co., Inc.	265,514
Champion Spark Plug Co.	264,177
Miller Brewing Co.	260,469
Voice of Prophecy Inc.	250,329
The Goodyear Tire & Rubber Co. Inc.	247,800
Longines-Wittnauer Watch Co.	222,338
R. J. Reynolds Tobacco Co.	222,054
American Oil Co.	196,657
Mars Inc.	184,567
Block Drug Co. Inc.	182,556
Dawn Bible Students Assn.	181,743
Petri Wine Co.	155,963
The Christian Science Monitor	150,547
Richfield Oil Corp.	149,608
American Bakeries Co.	149,074
Carter Products Co.	133,924
Club Aluminum Products Co.	118,715
Westinghouse Electric & Mfg. Co.	116,269
Smith Brothers	111,620
Sylvania Products Co.	110,858
Political	108,443
Green Spot Inc.	103,022
The Southern Baptist Convention	96,861
Dolcin Corp.	85,092
Botany Mills Inc.	72,910
Dr. Billy Graham	65,016
Wm. H. Wise & Co. Inc.	64,497
Peter Paul Inc.	63,785
Ford Motor Co.	63,029
Ronson Art Metal Works Inc.	58,364
Revere Camera Co.	50,130
Phillips Petroleum Co.	45,781
Western Stove Co. Inc.	37,846
Burton Dixie Co.	37,000
Dennisons Foods Co.	31,828
Pictsweet Foods Inc.	31,388
Stanley Home Products Inc.	30,966
Doubleday & Co. Inc.	30,543
Institute of Religious Science	26,907
Fruehauf Trailer Co.	24,499
Langendorf United Bakeries Inc.	23,617
National Assn. of Mfrs.	17,870
Save By Mail	16,000
Dr. Hiss Shoe Stores	15,930
U. S. Army	15,518
Scudder Food Products Co.	15,115
United Electrical, Radio & Machine Workers of America	13,651
Gifts by Mail	11,196
Labor League of Political Education	13,644
American Medical Assn.	9,294
Waltham Watch Co.	8,875
Communication Workers of America	7,454
Wilson Sporting Goods Co.	6,814
Pacific Greyhound Lines	6,528
Reynolds Metal Co.	4,544
Fisher Body Division of General Motors Corp.	4,278
Regal Amber Brewing Co.	4,134
Omnibook Inc.	3,937
Lucky Lager Brewing Co.	3,168
P. J. Ritter Co.	2,285
McColl Frontenac Oil Co.	1,500
TOTAL	$35,124,625



ARCHITECT'S drawing of WHK Cleveland's new home, estimated to cost $1 million, which will be unveiled formally next month. Located at 5000 Euclid Ave., the new structure will house all WHK studios and administrative offices. Entire project covers over 105,600 square feet with 2,000 feet set aside for television. WHK was formerly located in Terminal Tower, Cleveland.

By Agencies

	1950
Dancer-Fitzgerald-Sample Inc.	$5,381,248
J. Walter Thompson Co.	2,662,632
Cecil & Presbrey Inc.	2,652,439
Maxon Inc.	1,667,408
Lennen & Mitchell Inc.	1,648,283
Hutchins Advertising Co. Inc.	1,618,996
William H. Weintraub & Co. Inc.	1,241,295
Kudner Agency Inc.	1,170,891
Tatham-Laird Inc.	1,075,950
Roy S. Durstine Inc.	1,073,382
The Biow Co. Inc.	949,227
Warwick & Legler Inc.	924,581
Benton & Bowles Inc.	861,632
R. H. Alber Co.	802,229
Knox Reeves Advertising Inc.	766,080
Foote, Cone & Belding	752,716
Kenyon & Eckhardt Inc.	718,425
Robert W. Orr & Assoc. Inc.	685,319
McCann-Erickson Inc.	599,999
Batten, Barton, Durstine & Osborn Inc.	541,755
C. J. LaRoche & Co. Inc.	479,375
Sherman & Marquette	475,635
Grey Advertising Agency Inc.	446,160
Gotham Advertising Co. Inc.	436,652
Needham, Louis & Brorby Inc.	379,206
Raymond Spector Co. Inc.	346,931
Wade Advertising Agency	310,960
Federal Advertising Agency	310,512
Leo Burnett Co. Inc.	303,282
Geyer, Newell & Ganger Inc.	293,773
MacManus, John & Adams Inc.	264,177
Mathisson Assoc.	260,469
Western Advertising Agency Inc.	250,329
Sullivan, Stauffer, Colwell & Bayles Inc.	245,544
Victor A. Bennett & Co. Inc.	222,338
William Esty Co.	222,054
The Joseph Katz Co.	196,657
W. L. Gleeson & Co.	181,743
Young & Rubicam Inc.	155,963
H. B. Humphrey Co.	150,546
Hixon & Jorgensen Inc.	149,607
Tucker Wayne & Co.	149,074
Politicals	108,443
Philip J. Meaney Co.	103,015
Liller, Neal, & Battle Agency	96,861
Victor van der Linde Co.	85,092
Alfred J. Silberstein - Bert Goldsmith Inc.	72,910
Walter F. Bennett & Co. Inc.	65,016
Thwing & Altman Inc.	64,497
Brisacher, Wheeler & Staff	63,217
Huber Hoge & Sons	61,677
Roche, Williams & Cleary Inc.	50,130
Lambert & Feasley Inc.	45,781
Brooks Advertising Agency	37,847
Turner Advertising Agency	37,000
Charles W. Hoyt Co. Inc.	30,966
Raymond R. Morgan Co.	26,907
Zimmer-Keller Inc.	24,499
Hal Stebbins Inc.	15,930
Grant Advertising Inc.	15,519
Davis & Co.	15,116
Weinstein & Co.	13,650
Furman, Feiner Co. Inc.	13,645
Campaigns Inc.	9,295
Hirshon-Garfield Inc.	8,875
Leon Loeb & Co.	7,455
Ewell & Thurber Assoc.	6,815
Beaumont & Hohman Inc.	6,528
Buchanan & Co. Inc.	4,545
Abbott Kimball Co. Inc. of Calif.	4,135
The Clements Co. Inc.	2,285
Erwin, Wasey Co. of Canada	1,500
TOTAL	$35,124,625

By Product Classifications

	1950
Food & Food Products	$10,893,839
Drugs & Toilet Goods	7,099,430
Cigars, Cigarettes & Tobacco	4,317,668
Religion	1,859,737
Radios, Refrigerators, Phonographs & Electrical Appliances	1,846,124
Beverages	1,452,359
Automobiles, Trucks & Accessories	1,217,667
Clothing & Dry Goods	1,165,662
Jewelry & Accessories	952,833
Insurance and Personal Loans	924,582
Household Furnishings and Accessories	760,866
Lubricants, Petroleum Products & Fuel	698,476
Hardware	659,945
Laundry Soaps and Cleansers	480,563
Publications	249,524
Confections	248,352
Miscellaneous	125,082
Politicals	108,443
Photographic Equipment	50,130
Sporting Goods	6,815
Transportation & Travel	6,528
TOTAL	$35,124,625

TV Gross Billings by Months

	1950	1949
January	$225,865	$6,273
February	189,968	18,674
March	341,002	26,352
April	362,119	47,359
May	357,508	132,146
June	388,266	119,835
July	213,522	119,674
August	249,846	115,002
September	476,996	155,480
October	1,181,199	217,199
November	1,268,088	214,660
December	*1,216,131	219,337
TOTAL	*$6,470,510	$1,391,991

* Estimated

TV Advertisers

General Mills Inc.	$476,274
P. Lorillard Co.	457,675
Admiral Corp.	358,425
The Goodyear Tire & Rubber Co. Inc.	358,000
Canada Dry Ginger Ale Inc.	315,276
Chrysler Corp.	302,610
Packard Motors Inc.	279,900
Schlitz Brewing Co.	227,722
Philco Corp.	222,477
Blatz Brewing Co.	197,722
Young Peoples Church of the Air	188,300
Sun Oil Co.	180,549
Bendix Home Appliances Inc.	171,131
Hudson Motor Car Co.	149,670
Pontiac Div. of General Motors Corp.	130,000
Kellogg Co.	127,901
Gruen Watch Co.	115,170
Best Foods Inc.	111,870
Peter Paul Inc.	107,950
Ronson Art Metal Works Inc.	105,378
Peters Shoe Co.	102,145
Campana Sales Co.	100,650
American Safety Razor Co.	98,475
Kno Mark Mfg. Co. Inc.	96,282
Wine Corp. of America	93,600
M. & M. Ltd.	93,150
Wander Co.	91,700
Green Giant Co.	85,378
General Shoe Corp.	84,586
Seeman Bros.	81,510
Procter & Gamble Co.	80,925
American Dairy Assn.	72,420
Griffin Mfg. Co. Inc.	74,175
Gospel Broadcasting Assn.	70,740
Libby, McNeil & Libby	68,847
Chesebrough Mfg. Co.	63,927
Ironrite Ironers Corp.	63,180
The B. F. Goodrich Rubber Co.	62,163
Arthur Murray Inc.	53,366
Arnold Bakers Inc.	51,430
American Bakeries Co.	42,942
American Tobacco Co.	37,084
Gillette Safety Razor Co.	33,110
Mason Au Magenheimer Co.	25,290
Florsheim Shoe Co.	25,160
Exquisite Form Brassiere Inc.	19,920
Lutheran Laymen's League	15,600
The Texas Co.	15,500
George S. May Co.	12,190
Ford Dealers Assn.	10,800
Pabst Sales Co.	10,220
Ranger Joe Corp.	10,000
Allegheny Ludlam Steel Co.	7,359
Homecrafts	7,272
Doubelday & Co.	5,340
Radio Offers Co.	5,071
Cigar Enjoyment Inc.	4,727
Political	4,720
C. & W. Enterprises Inc.	4,139
Gotham Hosiery Co.	3,100
Hotpoint Inc.	2,900
Bell & Howell Inc.	2,686
Jackson & Perkins Co.	520
TOTAL	$6,470,510

TV Agencies

Young & Rubicam Inc.	$858,334
Dancer-Fitzgerald-Sample Inc.	590,469
Lennen & Mitchell Inc.	457,675
Ruthrauff & Ryan Inc.	396,347
Kudner Agency Inc.	374,925
J. M. Mathes Inc.	315,716
Hutchins Advertising Co. Inc.	222,977
Brooke, Smith, French & Dorrance Inc.	212,850
McCann-Erickson Inc.	208,633
Kastor, Farrell, Chesley & Clifford Inc.	197,775
J. M. Camp Co.	188,301
Hewitt, Ogilvey, Benson & Mather Inc.	180,549
Tatham, Laird Inc.	171,131
MacManus, John & Adams Inc.	130,000
Kenyon & Eckhardt Inc.	127,901
Stockton, Weat & Burkhardt Inc.	115,170
Earle Ludgen & Co.	111,870
Maxon Inc.	110,851
Grey Advertising Agency Inc.	105,378
Henri, Hurst & McDonald Inc.	102,146
H. W. Kastor & Sons Advertising Co. Inc.	100,650
Batten, Barton, Durstine & Osborn Inc.	99,247
Ernie Mogul Co. Inc.	96,282
Weiss & Geller Inc.	93,600
William Esty Co. Inc.	93,150
Grant Advertising Inc.	91,700
Leo Burnett Co. Inc.	85,329
William H. Weintraub Co. Inc.	81,510
J. Walter Thompson Co.	79,454
Birmingham, Castleman & Peirce Inc.	74,175
Campbell-Mithun Inc.	72,420
R. H. Alber Co.	70,740
Benton & Bowles Inc.	51,480
Tucker Wayne & Co.	42,942
Turner Leach & Co. Inc.	25,290
Gordon Best Co.	25,160
Brandford Advertising Inc.	19,920
Huber, Hoge & Sons	18,285
Gotham Advertising Co. Inc.	15,600
M. M. Fisher Assoc.	12,250

Championship Wrestling Bouts

NOW AVAILABLE ON

WLW-Television!

SATURDAY AFTERNOON WRESTLING

Press-acclaimed studio matches fed by WLW-D to WLW-T and WLW-C. Now featuring men's heavyweight championship tournament for $5,000 purse. Televised from 3:00-5:00 P.M. —30 minutes more air time at no increase in price. Nov. Videodex rating 14.9—three times greater than the average rating of its competition. Has 60.7% of the viewing in all three markets.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

Warwick & Legler Inc.	10,280
Lamb & Keen Inc.	10,000
Walter Downing Agency	7,359
The Wesley Assoc.	4,726
Politicals	4,720
The Mail Order Network	4,120
Sterling Advertising Agency Inc.	3,099
TOTAL	$6,470,510

TV Product Classifications

Automobiles, Trucks & Accessories	$1,285,332
Food & Food Products	1,138,053
Beverages	844,557
Radios, Refrigerators, Phonographs, & Electrical Appliances	818,717
Cigars, Cigarettes & Tobacco	499,485
Religion	274,649
Laundry Soaps & Cleansers	251,382
Clothing & Dry Goods	234,831
Confections	226,381
Jewelry & Accessories	220,548
Lubricants, Petroleum Products & Fuel	196,049
Drugs & Toilet Goods	164,577
Hardware	131,585
Household Furnishings & Accessories	85,630
Miscellaneous	71,347
Publications	12,612
Steel	7,359
Politicals	4,720
Photographic Equipment	2,696
TOTAL	$6,470,510

MUTUAL BROADCASTING SYSTEM

1950 Gross Billings

	Monthly	Cumulative
January	$1,678,889	$1,678,889
February	1,401,403	3,080,292
March	1,410,682	4,490,975
April	1,441,454	5,932,429
May	1,356,580	7,289,009
June	1,204,638	8,493,647
July	1,060,002	9,553,649
August	1,090,222	10,643,871
September	1,246,463	11,890,334
October	1,534,526	13,424,860
November	1,357,529	14,782,389
December	1,320,406*	16,102,797
TOTAL		$16,102,797

* December billings estimated

By Advertisers

Quaker Oats Co.	$1,365,937
Miles Laboratories Inc.	1,350,584
American Federation of Labor	1,346,774
Johns-Manville Corp.	1,238,573
Monson Art Metal Works	847,563
Ralston Purina Co.	788,734
U. S. Tobacco Co.	642,052
Cudahy Packing Co.	618,488
General Foods Sales Corp.	607,091
National Biscuit Co.	566,005
Williamson Candy Co.	550,484
Rhodes Pharmacal Co.	533,200
Grove Laboratories Inc.	443,700
Lutheran Laymen's League	440,098
Kellogg Co.	438,359
Gulf Oil Corp.	402,704
Radio Bible Class	343,342
Ford Motor Co.	317,788
Voice of Prophecy Inc.	313,804
Toxzema Chemical Co.	271,516
Christian Reformed Church	260,136
Gillette Safety Razor Co.	238,746
Derby Foods Inc.	221,924
Mahist Co. Inc.	212,787
L. B. Semler Inc.	197,704
Purine Co. Inc.	137,139
Chamberlain Sales Corp.	126,763
Sail Pouch Tobacco Co.	125,181
Murrus Mill & Elevator Co.	118,875
Politicals	95,543
R. J. Reynolds Tobacco Co.	88,702
Beltone Hearing Aid Co.	86,932
Doubleday & Co. Inc.	84,785
Benjamin Moore & Co.	68,243
Dawn Bible Students Assn.	57,388
Amurol Products Co.	54,956
First Church of Christ Scientist	48,912
General Mills Inc.	48,124
Delaware, Lackawanna & Western Coal Co.	44,192
Save-by-Mail Inc.	42,253
Pal Razor Blade Co.	40,560
Bowey's Inc.	39,147
William H. Wise & Co. Inc.	36,170
Shriners East-West Football Conference	36,120
Wilson Sporting Goods Co.	29,614
Muntz TV Inc.	25,586
American Bird Products Inc.	25,418
Hallicrafters Co.	20,024
Perfect Circle Co.	14,765
Mutual Benefit Health & Accident Assn. of Omaha	14,040
A. O. Smith Co.	11,166
National Education Campaign of American Medical Assn.	7,393
Whitehouse Corp.	6,079
Shipstad & Johnson	5,619
Radio Offer Co.	2,962
National Council Protestant Episcopal Churches	2,053
Total	$16,102,797

Note: December billings estimated

By Agencies

J. Walter Thompson Co.	$1,556,361
Sherman & Marquette	1,365,937
Furman, Feiner & Co. Inc.	1,356,482
Wade Advertising Agency	1,350,584
Grey Advertising Agency Inc.	847,563
Young & Rubicam Inc.	793,368
Kudner Agency Inc.	642,052
Grant Advertising Inc.	618,488
O'Neil, Larson & McMahon Inc.	588,156
McCann-Erickson Inc.	566,005
Aubrey, Moore & Wallace Inc.	550,484
Gardner Advertising Co.	512,442
Harry B. Cohen Advertising Co. Inc.	443,700
Gotham Advertising Co. Inc.	440,098
Kenyon & Eckhardt Inc.	438,359
Stanley G. Boynton Radio Advertising	343,342
Western Advertising Agency	313,804
Batten, Barton, Durstine & Osborn Inc.	286,452
Brown Radio Productions Inc.	276,293
Sullivan, Stauffer, Colwell & Bayles Inc.	271,516
Glenn-Jordan-Stoetzel Inc.	260,136
Maxon Inc.	238,746
Needham, Louis & Brorby Inc.	221,924
Benton & Bowles Inc.	216,427
Foote, Cone & Belding Inc.	212,787
Erwin, Wasey & Co. Inc.	197,704
Huber Hoge & Sons	130,000
Charles W. Hoyt Co. Inc.	125,181
Tracy-Locke Co. Inc.	118,875
William Esty Co. Inc.	88,702
Olian Advertising Co.	86,932
St. George & Keyes Inc.	68,243
Sorensen & Co.	59,171
William Gleeson & Co.	57,388
Direct	55,248
H. B. Humphrey Co.	48,912
Knox-Reeves Inc.	48,124
Ruthrauff & Ryan	44,192
Ben Sackheim Inc.	42,867
Al Paul Lefton Co.	40,560
Thwing & Altman Inc.	36,170
Ewell & Thurber Assoc.	29,614
Henri, Hurst & McDonald Inc.	25,931
Michael Shore Advertising Co.	25,586
Weston-Barnett Inc.	25,418
Bozell & Jacobs Inc.	14,040
Campaigns Inc.	7,392
The Mail Order Network	6,079
Walter McCreery Inc.	5,619
Van River & Crowe Inc.	2,053
Friend & Kreiger Inc.	1,404
Van Wood Advertising	250
Total	$16,102,797

Note: December billings estimated

By Product Classifications

Food & Food Beverages	$4,194,196
Drugs & Toilet Goods	3,328,349
Religious	1,463,680
Labor & Politics	1,442,317
Building Materials	1,249,739
Laundry & Household Supplies	1,021,192
Cigars, Cigarettes & Tobaccos	855,935
Jewelry & Silverware	847,563
Confectionery & Soft Drinks	550,484
Paints & Hardware	347,549
Automobiles & Accessories	332,553
Miscellaneous	214,829
Stationery & Publishings	120,955
Radio & Phonographs	45,610
Lubricant, Petroleum & Fuel	44,192
Sporting Goods	29,614
Finance & Insurance	14,040
Total	$16,102,797

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

WISH MERGER

New Officers Announced

FOLLOWING announcement of the ownership merger of three Indiana stations with WISH Indianapolis, owned by Universal Broadcasting Co. [BROADCASTING • TELECASTING, Jan. 1], President C. Bruce McConnell of Universal announced that William H. Spencer had been appointed manager of WISH.

Mr. Spencer

Formerly manager of WHOT South Bend, Ind. for three and a half years, Mr. Spencer also has been associated with stations in Dayton, Springfield and Toledo, Ohio.

Mr. McConnell also announced appointment of his son, Robert B. McConnell, vice president of Universal Broadcasting Co. Inc., as general manager of all stations operated by that company.

Mr. McConnell

Other stations now owned by Universal include WHBU Anderson, WANE Ft. Wayne and WHOT South Bend. Mr. McConnell stated that no major changes in personnel at any of the stations was contemplated, except for a new station manager at WHOT South Bend, to be appointed in the near future.

Other officers of the corporation are Earl H. Schmidt, secretary and director; Frank E. McKinney, treasurer and director, and Frank M. McHale, director.

Revive Channel 1

A NOVEL approach to television was promised last week by Doubleday & Co., New York publishers. It's a "satiric novel" by Shepherd Mead, they said, and will be published Jan. 25. FCC and industry technicians trying desperately to find more spectrum space for TV may find not only satire in the novel but irony in its title: "Tessie, the Hound of Channel One," Channel One having long since been deleted.

GENERAL ELECTRIC reports that 90% of its 175,000 employes have signed company's new and improved insurance plan. New plan, which required signatures of 75% of employes, was put into effect as of Dec. 1.

WHAS-FM

'Moth Balled' During Emergency

ANOTHER pioneer FM outlet, WHAS-FM Louisville, has ceased operations because of limited FM audience—plus new problems of manpower and parts incident to the defense mobilization.

In a letter to FCC last week, Victor A. Sholis, vice president and director of WHAS radio and television operations, stated WHAS-FM reluctantly left the air Dec. 31 and its transmitter is being put into "moth balls" for the duration. Greater importance of AM and TV to the defense role for the period of the national emergency was indicated.

Mr. Sholis' letter stated in part:

The decision to end FM broadcasting, which was pioneered in this area by WHAS starting back in 1944, was made reluctantly. It stems from the conviction that WHAS can make its greatest contribution to the community in the trying days which lie ahead for all broadcasting, by concentrating upon its AM and television stations.

Already pinches are being felt in manpower and in the procurement of tubes and replacement parts for our AM and television operations. These difficulties will increase as the nation's defense program expands, and it is wisest to direct our efforts toward the two media which have developed tremendous audiences rather than dissipate them upon FM whose effectiveness is extremely limited.

Unquestionably, both the AM and television stations will play significant roles in civilian defense and the nation's rearmament program from the standpoint of information, instructional training and maintenance of morale through entertainment. No such role is foreseen for FM since the FM audience never developed to any sizeable proportions in this area.

It is not our present intention to dismantle our FM transmitter although we have not been able to determine how it might fit effectively into a broad civilian defense program. We intend to place it in "moth balls" should a possible need for it arise.

Great challenges and obligations are confronting broadcasters in the days ahead. WHAS wants to have its operations concentrated upon the two stations which will serve Kentuckiana best, and because of this is returning its FM license.

CONSTRUCTION has started on transmitter building of CKFH Toronto, new 250 w station on 1400 kc. Ajax Engineers Ltd., Toronto, erecting tower.

ATLAS FILM CORPORATION

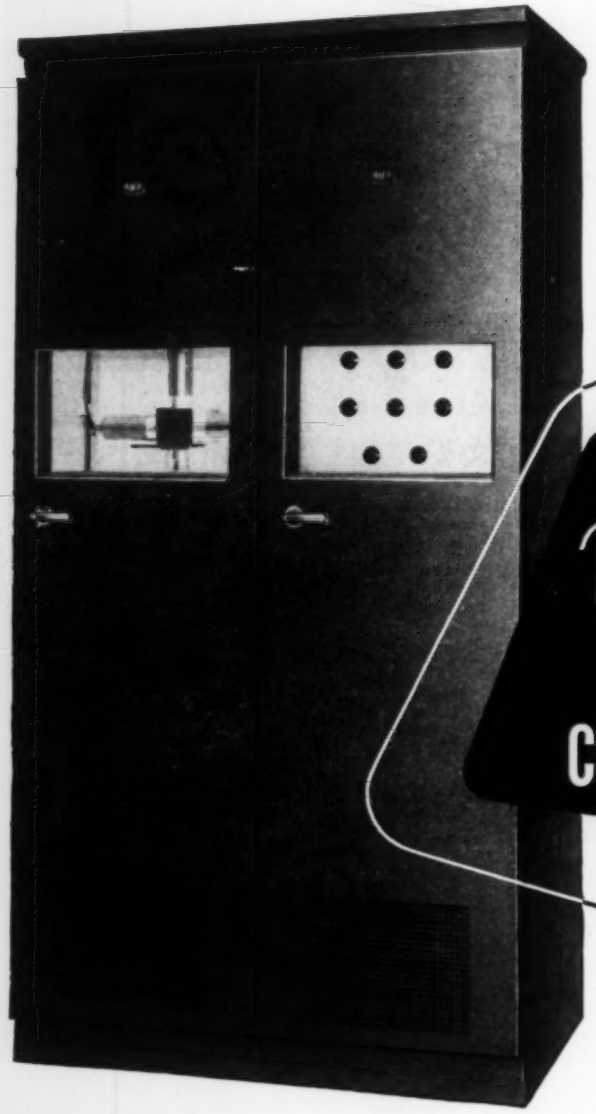
ESTABLISHED 1913

CREATORS and PRODUCERS of TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD

Oak Park, Illinois

CHICAGO: AUSTIN 7-8620



what about color TV?
what are you doing about it?

Du Mont Announces the UNIVERSAL COLOR SCANNER

A SIGNAL SOURCE FOR ALL TV COLOR SYSTEMS

Operating on the principle of the flying spot scanner, the Du Mont Universal Color Scanner provides for the Broadcaster, Receiver Manufacturer, Development Laboratory – tri-color signals from any 35 mm. 2 x 2" color transparency. Available as outputs are an FCC approved field sequential video color signal and three simultaneous video color signals which may be fed to any external sampling equipment for experimental work with line or dot sequential systems. Horizontal line frequencies may be set at 15.75 or 29.16 kc and vertical field rates at 60 or 144 fields per second (intermediate values may be specified as desired). This assures a flexible equipment embracing both present black and white standards as well as FCC approved color standards and adaptable for use with any of the other presently proposed color systems.

SEND FOR DETAILED TECHNICAL LITERATURE

ALLEN B. DU MONT

DUMONT First with the Finest in Television

LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.

programs promotion premiums

HITS FOR AUDIENCE

KVOB Alexandria, La., *Dick's Disc Shop*, Sat., 1-3 p.m., Dick Biondi heads disc show that replaces football broadcasts. To get as many listeners as possible for first broadcast Mr. Biondi wrote letters to some 50 radio and recording stars asking them to record welcoming address directed toward local listeners. Response brought such names as Tommy Dorsey, Perry Como, Frankie Laine and many others. Show features best songs of week, band of week, novelty songs and other features. No actual audience count has been made but station reports good response from calls of congratulation.

TEEN TALENT SHOW

WWDC Washington, *Student Assembly*, started Sat., Jan. 6, 7:15 p.m. Program written and produced by high school students in Washington area. Performers do not appear on permanent basis and are chosen from local high school talent. Rehearsals are conducted during week before show. Program was on WASH (FM) Washington for last year and half and will continue to broadcast while WWDC carries AM.

DUAL PROMOTION

WEBR Buffalo has combined public service and audience promotion with campaign based on New York State 1951 license registrations. Tap Taplin, morning disc jockey, reads "lucky license numbers" every quarter hour. Motorists are urged to get plates early because only new registrations are given. Car owner whose license is read must call station within 10 minutes and receive cash jackpot which starts at $10 and builds $1 with every number read. City officials have placed posters in license bureau explaining promotion.

CASH AWARDS

KDET Center, Tex., will make cash and other awards to rural listeners in 1951. Station will give $100 to rural resident who makes most outstanding achievement during coming year. $50 award will be made to outstanding rural housewife for her service to community and family. Another award of $50 will be made to outstanding rural boy or girl 18 years or younger. Contestant placing second will receive wrist watches appropriately inscribed. Contest is open to persons living in six counties in Texas and three parishes in Louisiana that station covers.

Christmas Specials

SPECIAL Christmas programming and promotion was the rule rather than the exception among radio-TV stations during the past holiday season. Among those reporting activities too late for inclusion in the round-up stories in Dec. 18 and 25 issues of BROADCASTING • TELECASTING were the following:

WVET Rochester, N. Y.; WMID Atlantic City, N. J.; WAVZ New Haven, Conn.; WDTV (TV) Pittsburgh; WLAN Lancaster, Pa.; WMAR-TV Baltimore; WBAL Baltimore; WCAV Norfolk, Va.; WLOW Norfolk, Va.; WSLS Roanoke, Va.; WBT-FM Charlotte, N. C.; WABB Mobile, Ala.; WTAM Cleveland, Ohio; WBNS Columbus, Ohio; KFBI Wichita, Kan.; KJFJ Webster City, Iowa; KOA Denver; KNBH (TV) Hollywood; CKCK Regina, Sask; WTAR Norfolk; KSL-TV Salt Lake City.

NAMES CANARIES

KOB Albuquerque, staged contest for listeners to name canaries heard on Jonny G's morning show. From 7,000 names received, Pinza, Melchior and Caruso were chosen as prize winning monickers. Three winners who submitted names were awarded canary, cage and stand.

HELPS DEFICIT

KRSC Seattle, *Start the Music*, 5 p.m., Dec. 29, effort to overcome large deficit in subscriptions for Seattle Symphony. 24 hour marathon broadcast was staged in two large department store windows. Disc jockeys who handled show had their guests appearing with them in the windows during the show. Advertising and sales club sold time at premium rates with receipts going to Symphony and no commission to agencies.

AIRS INVESTIGATION

WFLA Tampa, Fla., carried nearly 10 hours of recorded and live broadcasts of Kefauver Senate Crime Investigating Committee's two-day hearings in Tampa. Live broadcasts were conducted from court library and transcribed parts were from courtroom. All witnesses testimony was recorded and re-broadcast at intervals.

BOSS TURNS D. J.

WDAS Philadelphia, *Great American Orchestra*, 3-4 p.m., started Jan. 7. Max Leon WDAS owner, presents recorded top symphony orchestras along with comments on selections.

VETERANS' PROBLEMS

KFI-TV Los Angeles, *Vet's TV Center*. Show resulted in over 300 letters from interested watchers in area, station reports. Current half-hour program, only 15 minutes long at time of first telecast, also drew phone calls from as far as Santa Barbara, San Diego, including Laguna Beach, Monrovia. Program devotes itself to veterans' problems.

PLUGS SCIENCE SHOW

WAAM (TV) Baltimore sending advertisers and trade colorful brochure about *Johns Hopkins Science Review*. Black and gold cover is headed "Baltimore's only regularly scheduled program originated for NETWORK broadcast." Inside contains tear sheets from national magazines and newspapers praising program and its services to TV audience. It goes on to explain how show originated on network from station.

In A Fog

(Continued from page 53)

selves to maintaining good radio contact with the *Williamsburg*, enabling reporters to get regular reports on which to base stories, and with the Norfolk marine operator, through whom the stories were filed with their Washington offices.

This reporter got off four broadcasts in all for NBC, two of them on New Year's eve from Griffin and Gass's general store and postoffice at Colton's Point, Md.—the quietest and most dismal spot, for sure, of any New Year's Eve broadcast in the nation.

SYLVANIA AWARDS

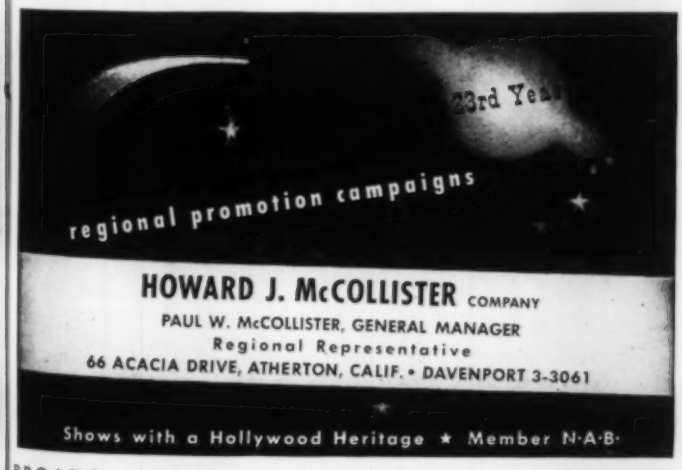
Plans Announced

TO PROMOTE "creative television" among the various arts and skills going into program production, establishment of the Sylvania Television Awards Foundation and a variety of awards for the period Jan. 1 to June 30, 1951, were announced in New York fortnight ago by Don. G. Mitchell, president of Sylvania Electric products Inc.

Top award, to be known as "Sylvia" in imitation of the motion picture "Oscar," will go to the program selected by a committee of judges, headed by Deems Taylor, as best in "creative television technique." The judges will be selected from leaders in entertainment, education, parent-teachers' clubs, women's clubs, business and TV production specialities.

Individual awards, based on participation in either the prize-winning program or other TV programs, will be made to a writer, producer, director, actor or actress, camera man, scene designer, lighting expert and make-up man, representing what the judges consider most creative in each department.

Winners will be honored at a dinner next August. Duplicate awards will go to the network or station carrying the winning program and, if sponsored, to the sponsor and its advertising agency. Independent stations will be invited to send kinescopes for the judges to consider.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

Putting Sales Message

(Continued from page 59)

commercial and then plan it in such a way that the most production will be obtained for the number of dollars to be expended. This is important.

When confronted with budget limitations, it is a great deal smarter from both an advertising and production standpoint to convey the sales message in a simple, straightforward manner than it is to attempt highly-complicated production without the proper amount of money. When an attempt is made to do the latter, the resultant corner-cutting that is necessary in order to stretch the small budget inevitably winds up with a very noticeable reduction in the quality of finished films. And since the TV commercial is definitely a point-of-sale medium, immeasurable harm is done to the client's presentation.

Making of a filmed television commercial is, after all, the making of a motion picture in every sense of the word. It requires the same type of equipment and same skilled craftsmen that are necessary to produce a short subject or a feature-length picture.

As a result, one of the greatest aids in holding down costs is the elimination of confusion once actual filming of the spot has begun. This is accomplished by means of the storyboard as we have shown previously. However, the effectiveness of this visual planning can be instantly destroyed unless it is rigidly observed. Let us suppose, for example, that production has started on a one-minute spot. The storyboard, which has been designed for a specific budget and approved by both client and agency, calls for three inexpensive sets portraying sections of a counter in three departments of a store. The action calls for conversations between customer and clerk in each department. The sets have been assembled and action laid out to provide the maximum production for the set budget.

The first scene has been shot but suddenly the client or agency representative decides that the sets do not give an effective background for the merchandise that is being featured. The scripts are changed to provide footage actually taken in the client's store. What happens? The spot changes from an "on stage" production to a location job. New lighting problems are introduced and motion picture lighting costs money. The sync sound, which was originally planned for the studio channel suddenly resolves into a location recording involving a sound truck and increased crew.

Higher Costs

The original budget, of course, is a dead duck—replaced by a new cost vastly higher than the client originally intended. And why? For the simple reason that after all of the discussions and planning, the development of the storyboard and the production planned to conform, someone gets a sudden idea and puts it into effect without ever considering the additional cost involved. This illustration is rather extreme, but the same thing, in varying degrees of last minute changes, happens too many times.

Failure to adhere to a studied and accepted script in the middle of production is an extremely dangerous practice from a standpoint of production economy. Resultant confusion as well as the change in production requirements will add materially to final cost of the film.

Another mistake commonly associated with newcomers to television is the failure to properly judge their spot needs for maximum effectiveness. Instead of appropriating a sufficient budget to produce their spot requirements in a series of from four to eight commercials, they make them individually with a three-to-six-week interval between each production.

Such a practice naturally tends toward higher costs since the entire cast and crew must be assembled for each film session, whereas by planning and shooting the series at one time the entire schedule could be shot in much less time in comparison. Here, it must be remembered that the television client is dealing with motion pictures and all the various guilds and unions involved have definite minimum time limits for calls.

Consequently it is a matter of economy to utilize a full eight hours of production time rather than to shoot a single spot and pay for unused time under the minimum time agreement. This, of course, does not apply to instances, and there are many, where only one spot is made in order to test audience reaction or market possibilities. In cases such as this, however, the solitary commercial is almost always followed by a series that has been laid out at the same time as the test spot was planned. So the agency or client should remember that long-range planning, when contemplating spot production, will play an important part in holding down the individual cost per commercial spot.

Producer Economy

As far as economy in actual production is concerned, the most important contributing factor is selection of an experienced producer to make the films. Anyone with proper background in motion picture production will know scores of ways in which costs can be held down without sacrificing final quality. Those without such knowledge are most often inclined to cut corners on the very things that are necessary for good pictures. Such a mistake is dangerous because any savings made by eliminating the wrong things are more than offset by a reduction in the impact and effectiveness of the commercial.

The introduction of the new synchronous magnetic film for sound recording is proving to be a tremendous aid in reducing production costs for TV commercials as well as all other types of motion pictures. This recently perfected system permits instantaneous playback of the sound for each scene after shooting has been completed. Importance of this will be readily recognized by anyone familiar with the old method.

In the past it was necessary to wait from 4 to 12 hours for the sound track to be developed before acceptability of each sound "take" could be determined. Since casts and crews could not be kept "standing by" for this length of time, it was often necessary to call them back on a subsequent day for reshooting when bad "takes" were finally discovered. Costs, of course, mounted in proportion to the amount of reshooting that was necessary.

It might be well to again point out that the making of a television commercial is the making of a motion picture. As such, there are definite basic costs that cannot be eliminated without affecting quality. For purpose of economy, therefore, any savings that are incurred must come from other factors, roughly shown in the accompanying list.

These are important items that should be watched by anyone using the new television medium for sales purposes. There are, of course, many other things that combine to lower cost in proportion to value returned. They, however, include such important factors as knowledge of the product, selection of proper presentation and effective market analysis. As such, they come strictly within the realm of the advertising agency or company sales executive.

The producer, however, acting in an advisory capacity, can combine his picture experience with their knowledge in order to produce a product that will take full advantage of the greatest sales medium the world has ever known.

BAB's 'The Thing'

LEADING radio-TV executives were reported up in arms about the inconvenient size of BAB's magazine circulation book. A vice president of one mid-western station referred to it as "The Thing." In a confidential letter to Hugh M. P. Higgins, BAB director, the vice president asked: "What in blazes do I do with the monstrosity," referring to the physical bulk of the giant tome. He added: "Wouldn't it make sense to get out any future analysis report in a little more practical—and perhaps economical form?" Others queried expressed similar opinions.

WE CAN'T CATCH BUTTERFLY NO. 2 (Ky.)!

WAVE swings a mean net(work) and catches just about everything you'd want in Kentucky. But some towns are too fur and too small for us. Butterfly No. 2, for instance. . . .

Speaking of such, however, our collection does contain the biggest and best specimen in the State — the 27-county *Louisville Trading Area* with buying power soaring 40% above Butterfly No. 2 and *all the rest of Kentucky combined!*

Aren't these the kind of prospects you're chasing, too?

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

BORDEN STARLAC

EXCLUSIVE!

To introduce a fine new product, Borden chose KJR and the Ann Sterling program for their only radio in Western Washington.

KJR
SEATTLE 5000 WATTS AT 950 K.
A Marshall Field Station
—THE *VALUE*-FULL STATION
ABC AFFILIATE

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

HELPING to celebrate the first birthday of WOAI-TV San Antonio, Miss Violet Short, radio and TV manager of Joske's of Texas (department store), cuts a piece of cake for Austin Williams, *Telenews* commentator. Joske's, reported as the first San Antonio advertiser to use television, baked the cake in honor of the occasion. The store sponsors the *Telenews* show five times weekly

NBC CHANGES

Splits Chicago Spot Sales

NBC SPOT SALES staff of the Central Division in Chicago has been separated into radio and TV divisions, with Oliver Morton, radio spot sales manager, and Robert Ewing, television spot sales manager.

The radio sales staff includes Robert Flanagan, George Halleman, Edward C. Cunningham, former sales manager of WMAQ Chicago, and Clifford J. Barborka Jr., former sales instructor at Northwestern U. Radio sales traffic is headed by John Ragel, former account executive at WEAW (FM) Evanston, Ill.

Central Division TV spot sales staff includes John Mulholland, Raymond M. Peritz, formerly with Special Correspondents Inc., Chicago, and David D. Wilder, former radio and TV manager of the advertising department of Swift & Co., Chicago. TV sales traffic will be headed by Vernon Heeren.

Latest assignments augment changes announced in the Central Division last February [BROADCASTING • TELECASTING, Nov. 27, 1950].

open mike

Falls City Story

EDITOR:

The Dec. 25 issue of BROADCASTING • TELECASTING has been forwarded to . . . Falls City Brewing Co., Louisville. I know they will be extremely pleased with the article [STRICTLY BUSINESS] which that issue carries. . . .

Graham Black
Radio Director
Prater Adv. Agency Inc.
St. Louis.

* * *

'Really Gets Around'

EDITOR:

. . . It occurs to me that you might like to know that BROADCASTING • TELECASTING really gets around out here.

. . . First I smuggle it to lunch with me and then pass it along to the gang in Armed Forces Radio in MacArthur's Headquarters—they are *supposed* to bring it back.

Now I am sending as many copies as I can over to Korea so that the gang over there can keep up with what's going on in the radio world back home. . . .

George Thomas Folster
FEC GHQ PIO, APO 500
c/o Postmaster
San Francisco

* * *

Ham Bands Measure

EDITOR:

In several station areas no doubt the various audience measuring devices and services are needed.

Out here, where we sit along with our primary signal, I've found a simple method of determination of popularity of various of our local and net programs.

The "radiation" from the common AC-DC type receivers can be heard in both the 160 and 80 meter "ham" bands, on sets which are tuned to us. Since many of these receivers use antennas with their loops to hear other signals which are relatively weak in here, they also "radiate" quite well and I hear the radiations of those from one-half to two miles from my home on my communication receiver. A big string of "howls" indicates many BCLS.

Two of my ham friends who live in the country, one 10 and other 20 miles from here, tell me, they can hear the "howls" from their more distant-neighbor's sets in the ham bands, too.

Thus, between us, we get fairly good cross-section of listening habits on our programs.

Maybe other single-station areas, use this method, to? . . .

Bud Crawford
President
KCNI Broken Bow, Neb.

* * *

CANADA SETS

Ontario Buying Heaviest

CANADIANS in the first nine months of 1950 bought 14,890 television receivers, according to a report of the Dominion Bureau of Statistics, Ottawa. Of these, 14,765 were bought by residents of Ontario at a cost of almost $6 million. In Quebec province 36 sets were sold in the same period, and in British Columbia 88 sets. One purchaser in Alberta bought a $470 receiver, it is shown in the report, although the nearest TV transmitter is in Salt Lake City, over 1,000 miles distant! The Ontario sets were bought by residents of the Lake Ontario and Lake Erie border area.

In the nine months, the report states, 516,983 AM and FM receivers were sold in all Canada at a cost of $43,471,577, an increase over the 460,649 sets sold in the same period in 1949.

KPRO's Field

WHIRRING blades and muffled cries of "the air mail must go through" are heard thrice daily at KPRO Riverside, Calif. The station leases an adjacent plot of ground to Los Angeles Airways Co. for use as a helicopter landing field at the bargain rate of $1 per year. The helicopters bring in Riverside's air mail from Los Angeles, 60 miles away.

CAMPUS CIRCUIT

Installed at Michigan State

A CLOSED-circuit television system has been installed at Michigan State College and present plans are to link several buildings on the campus together through the central control room. A regular TV channel has been applied for by the university station. Until this is granted, the sending and receiving points will be linked by wire, officials explained.

A two-fold purpose for the TV facilities is planned. The campus outlet will be used in laboratory work by engineers and students concerned with production phases of television. TV's value as a teaching aid also will be tested. In spite of heavy costs, Michigan State officials believe that TV's capacity to spread information to more people simultaneously may actually relieve the financial plight of educational institutions.

* * *

Lumite Spots

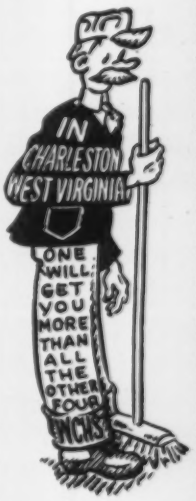
LUMITE Division of Chicopee Mfg. Corp., New York (Lumite fabric for automobile seat covers), through its agency Geyer, Newell, & Ganger, New York, tieing in with its national magazine campaign, will submit radio spot announcements to dealers as a merchandising aid.

Mr. Chris Patrino
Sherman and Marquette
Chicago, Ill.

Dear Chris:

Th' WCHS Choral Festival ter raise money fer th' Salvation Army shore wuz a big success! Workin' with th' boys at th' Charleston Gazette, arr fellers put on th' biggest radio show in th' hist'ry of wr West Virginny's capital city! Hwaderds uv singers from dozens uv church and school choirs put on three full hours uv Chris'mus music, an' th' lisseners wuz ast ter send in money fer th' Salvation Army Chris'mus fund. Thousands uv dollars wuz raised, an' ever'one sed hit wuz a bang-up show! Jest goes ter show, Chris, thet when WCHS puts a show on th' air, folks responds! That's good news fer fellers like you, ain't it?

Yrs.
Algy



WCHS
Charleston, W. Va.

the KOKOMO *market is rich!*

Distribution of Listening Homes among stations . . .
Latest Conlan Figures . . .
WIOU . . . 67.0%

POPULATION 224,200
BMB RADIO FAMILIES 74,210
EFF. BUYING INCOME $302,329,000
RETAIL SALE SALES $181,967,000
FOOD SALES $46,980,000
NO. FOOD STORES 591
DRUG SALES $6,539,000
NO. DRUG STORES 77
FARM $ $65,071,000

WIOU
1000 WATTS ON 1350 KC
KOKOMO, INDIANA
Columbia Broadcasting System
National Rep: Weed & Co.

January 2 Decisions . . .

BY COMMISSIONERS COY, WALKER, HYDE, WEBSTER

Extension Granted

WIBK Knoxville, Tenn.—Granted extension of STA to March 29, on 890 kc 1 kw D provided WIBK makes application for further extension of temporary authority upon showing that it is proceeding diligently in prosecution of appeal from Commission's decision of Aug. 11, 1949, denying CP for new Class B FM station and for license to operate AM station WIBK.

Modification Granted

WANS Anderson, S. C.—Granted mod. of CP which authorized installation of DA-N and increase hours of operation from day to unlimited, to slightly increase maximum expected operating value of the directional pattern proposed.

CORRECTION ISSUED BY FCC

KSMI Seminole, Okla.—Granted application for CP to change facilities from 1260 kc 500 w D only, to 1260 kc 1 kw, unl. DA-DN, and to move transmitter and studio locations from Seminole to Wewoka, Okla.

BY THE SECRETARY

KHUZ Borger, Tex.—Granted consent to assignment of license from Richard George Hughes to Radio Station KHUZ Inc.

KFWB Los Angeles—Granted consent to assignment of license from Warner Bros. Bcstg. Corp. to KFWB Bcstg. Corp.

KERG Eugene, Ore.—Granted consent to assignment of license to Guard Pub. Co.

WLEA Canisteo Radio Corp., Hornell, N. Y.—Granted consent to assignment of license to John S. Booth and Edgar S. Hutton, individually and as agents for M.C. Clarke and nine others.

KIKI Honolulu, T. H.—Granted mod. CP to change main studio and trans. locations and make changes in ant. and ground systems; engineering conditions.

WTIL Mayaguez, P. R.—Granted license new AM station; 1300 kc 1 kw unl.; conditions.

WHMP Northampton, Mass.—Granted license new AM station; 1400 kc 250 w unl.

WGUY Bangor, Me.—Granted license change frequency to 1230 kc.

WKCT Bowling Green, Ky.—Granted license change frequency to 930 kc power to 1 kw-D 500 w-N, trans. location and install DA-N and new trans.

WGTC Greenville, N. C.—Granted license change in frequency to 1590 kc increase in power to 5 kw-D 1 kw-N install new trans. and DA-N, and change trans. and studio locations.

KFRB Fairbanks, Alaska—Granted license increase power to 5 kw, and install of new trans.

KSTP-TV St. Paul, Minn.—Granted license new TV station and to indicate designation of S & T locations as 3415 University Ave., St. Paul, in lieu of Bedford St. and Univ. Ave., St. Paul.

WTTS Bloomington, Ind.—Granted license increase in day power to 5 kw and install DA-2, and new trans.

WEBR, Inc., Buffalo, N. Y.—Granted request to cancel license KEB-70 and delete standard STL station.

Lamar Bcstg. Co., Paris, Tex.—Granted request to cancel CP and delete remote pickup KA-6535.

KSAC Manhattan, Kan. — Granted CP to install new trans. replace trans. destroyed by fire.

Cameron Television Inc., Tulsa, Okla.—Granted CP to change type of station from TV pickup KKE-20 to TV STL KA-5767 and to change trans. location from mobile to 302 S. Frankfort St., Tulsa.

Door County Radio Co., Sturgeon Bay, Wis.—Granted mod. CP for approval of ant. trans. location and to specify studio location.

WJOC Jamestown, N. Y.—Granted mod. CP to change type of trans.

Following granted mod. CP's for extension of completion dates as shown: KCBC-FM De Moines, to 3-24-51; WJR Detroit, to 4-3-51; KOOS Coos Bay, Ore., to 7-11-51.

Philco Television Bcstg. Corp., Philadelphia, Pa.—Granted license new TV pickup KA-7914 to expire Feb. 1, 1952. Also granted license KGC-92 change facilities of existing station; license expires Feb. 1; and granted license for new TV STL KGC-93 station to expire Feb. 1, 1952.

ACTION ON MOTIONS

By Commissioner E. B. Webster

KCNI Broken Bow, Neb.—Granted indefinite continuance of hearing, now scheduled for Jan. 16, in proceeding upon application.

Pratt Bcstg. Co., Pratt, Kan.—Granted leave to amend application so as to show revised financial data for applicant and partners, and for continuance of hearing in proceeding upon app'ication from Jan. 9, to March 9.

January 2 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: KYOR Blythe, Calif.; KOAT Albuquerque, N. M.

Modifications of CP

WNXT Portsmouth, Ohio—Mod. CP AM station for extension of completion date.

KJCF Festus, Mo.—Same.

License for CP

KYMA Yuma, Ariz.—License for CP new AM station.

AM—920 kc

KGAR Garden City, Kan.—CP AM station to change from 1050 kc 1 kw D to 920 kc 1 kw D AMENDED to request 920 kc 1 kw-D 500 w-N DA-N.

AM—1540 kc

WIBL Beverly, Mass.—Mod. CP AM station for approval ant. and trans. location etc. AMENDED to request change trans. location and studio location from Beverly, Mass. to Revere Beach Parkway and Malden River, Medford, Mass.

AM—1370 kc

Lawrenceburg, Tenn.—CP new AM station 580 kc 500 w D AMENDED to request 1370 kc.

Modification of CP

WJZ-TV New York—Mod. CP commercial TV station to change ERP from 425 w vis. to 455 w vis., and 207 w aur. to 228 w aur. and ant. to 1,252 ft.

License for CP

WOC-TV Davenport, Ia.—License for CP new commercial TV station as modified and to request 12.5 kw aur. in lieu of 22.9 kw aur.; change studio location to 805 Brady St., Davenport, Ia.

TENDERED FOR FILING

AM—1240 kc

KOAT Albuquerque, N. M.—CP AM station to change from 1450 kc, 250 w unl. to 1240 kc, 250 w unl.

Modification of License

KDON Palm Beach, Calif.—Mod. license to move main studio location from Beach and Port Rogers Rd., Palm Beach to Church and Alisal Sts., Salinas, Calif.

APPLICATION RETURNED

License Renewal

KTER Terrell, Tex.—RETURNED Jan. 2 application for license renewal AM station.

January 3 Decisions . . .

BY COMMISSION EN BANC

Modification Granted

WGSM Huntington, N. Y.—Granted mod. CP (which authorized new station 740 kc 1 kw D), to change trans. location, change type trans. and make changes in DA engineering conditions including precautions to prevent second harmonic interference to WHOM New York.

Extension Granted

KSAC Manhattan, Kan.—Granted extension of authority to remain silent until Jan. 21 pending reconstruction of fire damage to trans. and housing facilities, subject to continued lighting of ant. system in accordance with Commission rules.

WAAT Newark, N. J.—Granted extension of authority for a period of 90 days from Jan. 7, to operate with 5 kw-D 500 w-N, using center tower of array with power determined by indirect method, pending repairs and submission of sufficient evidence to show DA is in proper adjustment.

Transfer Granted

WOXF Oxford, N. C.—Granted consent to Charles S. Allen, present stockholder, to acquire control of licensee corp. No monetary consideration involved.

WTUX Wilmington, Del.—On petition, granted extension of authority to continue temporary operation of WTUX until midnight, Feb. 19, pending Commission action on petition for rehearing.

January 3 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: WCVS Springfield, Ill.; WASK Lafayette, Ind. (aux.); WFNC Fayetteville, N. C.

AM—1390 kc

WSPC Anniston, Ala.—CP AM station to change from 1390 kc 1 kw unl. DA-1 to 1390 kc 5 kw unl. DA-N.

AM—940 kc

WINZ Hollywood, Calif.—Mod. CP AM station to change from 940 kc 1 kw unl. to 940 kc 50 kw-D 1 kw-N DA-1 AMENDED to request 50 kw-D 10 kw-N DA-2 on 940 kc.

Modification of License

WRAY Princeton, Ind.—Mod. license to change name from M. R. Lankford to Mr. R. Lankford tr/as Princeton Bcstg. Co.

AM—1470 kc

H. C. Young Jr., Nashville, Tenn.—CP new AM station 1470 kc, 1 kw-D AMENDED to change name from H. C. Young Jr. to Nashville Bcstg. Co. Inc.

License for CP

KBOE Oskaloosa, Ia.—License for CP new AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KNOB Long Beach, Calif.; KWKH-FM Shreveport, La.; WNAC-FM Boston.

KSCJ-FM Sioux City, Ia.—Mod. CP FM station to change ERP from 390 kw to 12.3 kw., ant. from 450 ft. to 175 ft.

License for CP

WHLA Madison, Wis.—License for CP new noncommercial educational FM station.

TENDERED FOR FILING

AM—860 kc

KTRB Modesto, Calif.—CP AM station to change from 860 kc 5 kw-D 1 kw-N DA-N to 860 kc 10 kw-D 1 kw-N DA-DN.

(Continued on page 79)

FCC actions

DECEMBER 29 TO JANUARY 4

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

SECURITY GROUP

Industry Committee To Meet

INDUSTRY-WIDE committee formed in New York last October [BROADCASTING • TELECASTING, Oct. 9, 1950] to solve the "controversial personalities" problem, initially raised by Jean Muir's dismissal from *The Aldrich Family* after protests based on *Red Channels*, will meet soon although no definite date has been set, according to A. Frank Reel, national executive secretary of AFRA, which took the lead in formation of the committee.

A subcommittee has been attempting to find a solution consonant with its directions "to assure full security" and "preserve individual liberties." Represented on the subcommittee, as on the full committee, it is believed, are AFRA, TVA, AAAA, ANA, NAB, and the networks, although no official release of names has been made.

KCBQ MARKS 4TH

Sponsors Get the Breaks

MORE than 40 advertisers and agency representatives climbed on the KCBQ San Diego band wagon last month during the station's fourth anniversary celebration.

KCBQ invited sponsors and their representatives to the station for a birthday party, dishing out cake and coffee before seating them in front of a microphone to record special anniversary station identification announcements.

On Dec. 12, the fourth birthday anniversary, two-thirds of KCBQ's station breaks were made by the recorded announcements, each advertiser giving the KCBQ call letters, identifying himself and then congratulating the station on its four years of service.

CFOR Orillia is now operating with new RCA 1 kw transmitter on 1570 kc.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

USED BY EFFICIENCY-CONSCIOUS BROADCASTERS-THROUGHOUT THE WORLD! Andrew phasing and tuning equipment
Andrew CORPORATION 363 E. 75th St. Chicago 19, Ill.

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Executive Offices
National Press Building
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1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

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RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
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A 43-year background
—Established 1926—
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26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
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CONSULTING RADIO ENGINEERS
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CONSULTING RADIO ENGINEERS
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member *AFCCE**

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads, $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Remote studio manager, sales and announcing ability required. Base pay plus fifteen percent. Immediate opening, excellent opportunity. Box 392H, BROADCASTING.

Sales manager capable of assuming general managership within reasonable period wanted for 250 w network affiliate, southeast. Established station, good market. Substantial immediate earnings, will get better if qualified for general managership when present owner-manager leaves. State full background, present earnings, photo. Box 406H, BROADCASTING.

Station manager for 250 watt station in excellent Ohio market. Must be family man, stable, with strong commercial background. Good salary plus percentage. Not interested in floaters. Furnish complete qualifications, references, photograph and income requirements. Box 407H, BROADCASTING.

If you think sales, breathe sales, sell sales, then you are the man for us. Write Texas ABC station. Box 413H, BROADCASTING.

Wanted: Topnotch manager with first class ticket and some announcing ability. Small market, new 1 kw station west Alabama. Applicant must be draft exempt and have automobile. Salary against a definite percentage. Interested parties please write W. E. Farrar, Reform, Alabama, or R. E. Hook, Aliceville, Alabama.

Salesmen

$100 per week guarantee plus 15 percent commission for salesmen desiring opportunity and recognition who may now be employed by a smaller station. Midwest, NBC regional in market over 150,000. All replies confidential. Box 401H, BROADCASTING.

Service, to call on and service accounts for other salesmen. Excellent opportunity for sales experience, male or female. Give age, draft status. Box 421H, BROADCASTING.

One of our salesmen has moved on to an agency. If you are ready to move into a tough metropolitan market in one of America's better indies—WGAY—write or phone immediately. Draw against commission. Experience and car necessary. General Manager, WGAY, Silver Spring, Md.

Salesman for ABC station employing only two salesmen, one goes into service March 1st. Want experienced man for replacement. Write all details first letter. WIBM, Jackson, Michigan.

Sales manager or experienced salesman for fulltime independent in rich agriculture market. Give full details. WRCO, Richland Center, Wisconsin.

Young progressive Massachusetts 1000 watt independent station needs "thinking" salesman to help excellent commercial manager with tough job in virgin territory. Good opportunity for ambitious man who likes to battle odds—and win. Salary is not bad and cost of living is low. If you have what it takes and are interested, write at once in long hand to Guidance Center, 73 Tremont Street, Room 343, Boston 9, Massachusetts. Be sure to include your latest photograph.

Announcers

Will hire experienced announcer. Wanted immediately. Pays seventy or better per week. Must be able to do news, commercial and musical shows with good deep selling voice. Box 374H, BROADCASTING.

Announcer, morning show, give experience, draft status. Excellent opportunity in network station, big midwest market. Box 419H, BROADCASTING.

Help Wanted (Cont'd)

Announcer or announcer-engineer for all-round job including control operation and remotes. South-southwest county seat, 10,000. A sure thing for competent who will stick. Box 422H, BROADCASTING.

Newscaster, must write local, edit wire, re-write and deliver on air. Give draft status, experience and age, midwest network station. Box 420H, BROADCASTING.

Combination studio announcer-engineer. Must have three years all-round experience plus sports. Disc, photo, references. Immediate opening. Box 431H, BROADCASTING.

Wanted: Experienced announcer with first class ticket. Car necessary, nice living conditions, town 15,000. Music, news, sports, salary $270 per month. KANA, Anaconda, Montana.

Top operator-announcer with excellent news voice that knows how to "sell" for our clients. Salary $310.00 per month with 10% raise at end of first three months. In Oregon's beautiful Willamette Valley with a kilowatt of power. Call KGAL, Lebanon, Oregon, Gordon Allen.

Morning man: Some staff experience necessary. Here is an opportunity for a young staff announcer to develop his own air personality. Contact Program Director, WCOJ, Coatesville, Pennsylvania.

Wanted: Experienced announcer, strong in sports, news and commercials, also woman announcer. Excellent opportunity for the right people. Write full details and expected salaries. WFCB, Dunkirk, New York.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Chief operator, must know directional arrays, phasing, for one kw midwest station, network outlet, large market. Give draft status, age, experience, first letter. Box 417H, BROADCASTING.

Audio technician, thoroughly experienced, as chief engineer of two professional-grade recording studios. Prefer man not subject to draft. State salary. Box 430H, BROADCASTING.

Maintenance engineer-announcer, with first phone, all studio work, established network outlet in major market. Give draft status, experience. This man will maintain equipment, do small amount of announcing. Box 418H, BROADCASTING.

First class phone transmitter operator. Experience not necessary. Write giving minimum salary requirements to WSSV, Petersburg, Virginia.

Production-Programming, others

Traffic clerk. Immediate opening for young lady with radio traffic or clerical experience. Must be good typist. Excellent working conditions. Starting salary $45-$50 per week. Station located in beautiful metropolitan Washington, D. C. area. Rush application and photo to WARL, Box 391, Arlington, Virginia.

Traffic department has opening for typist-stenographer. Write WGAY, Silver Spring, Md.

Television

Technical

Experienced TV broadcasting technician for midwestern television station. Experienced AM engineers will be considered in lieu of actual TV experience. Box 309H, BROADCASTING • *TELECASTING*.

Situations Wanted

Managerial

Married, Marine veteran, 29, one child, wants managership of station emphasizing sports. Excellent references. College education, ample experience in radio. Besides doing play-by-play, have done selling, news and announcing. Serious, ambitious and willing to give fulltime to right job. Capable of maintaining a harmonious, but efficient staff. Not in reserves. Box 270H, BROADCASTING.

Well known New England (Yankee thrift) radio executive desires position as combination manager-sales manager. Proven record, high recommendations. 16 years of profitable experience. 38 years of age, married. Remember, I am not a product from the war years. I know good radio from away back. Box 321H, BROADCASTING.

Sales manager with outstanding record, no rocking chair executive, needs minimum guarantee $150 per week plus commission. Capital available to buy in after few months if opportunity offered. Box 385H, BROADCASTING.

Manager, former owner successful operation, available January 15. Experienced in sales, programming, sports and promotion. Full details on request. Box 387H, BROADCASTING.

Manager, commercial manager, over 10 years newspaper and radio sales and management. Now employed, available reasonable notice. Prefer midwest or south. Write Box 426H, BROADCASTING.

Salesmen

Salesman experienced large and small markets. Network and independent. Currently employed major market. Saleable program ideas. Box 300H, BROADCASTING.

Let's face facts! I am in my early thirties. Have reached the peak in sales where I am presently employed. I have the initiative and ability to go to the top in radio sales. I have been in radio 4 years, college education. Married. I am interested in a top salesman's or commercial manager's job. Box 403H, BROADCASTING.

University of Missouri advertising graduate looking for job as radio or television time salesman. Experience in selling and preparing station presentations. Draft exempt. Will travel. Box 405H, BROADCASTING.

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Newscaster, 2½ years, including 2 years 5000 watt CBS affiliate. Journalism university graduate. Draft exempt. Box 293H, BROADCASTING.

DJ, news, commercials. 3 years experience. Single, 35. Veteran. Disc or personal audition. Box 320H, BROADCASTING.

Experienced announcer wants straight job in 50,000 market. $85 minimum. Box 336H, BROADCASTING.

Announcer. Thoroughly experienced, draft exempt. Looking for better paying position and permanency. Box 351H, BROADCASTING.

Top ranking news analyst and announcer wishes to locate in southwest. Special programs and public relations a speciality. Full details on request. Box 352H, BROADCASTING.

Draft exempt veteran seeking announcing position. Some experience. References, disc, etc. Box 385H, BROADCASTING.

Situations Wanted (Cont'd)

Baseball play-by-play and reconstruction. 10 years experience radio and television minor and major leagues. Married, dependable. Draft exempt. Interested only in AA, AAA or major leagues. Satisfaction guaranteed. Available for personal interview anywhere, anytime. Box 368H, BROADCASTING.

Sportscaster, play-by-play man, sports director. Live and recreation. Pinch hit on news. Solid background and experience in sports, news and special events. Presently employed but seeking change. Location immaterial, congeniality and permanency more important. Box 375H, BROADCASTING.

Two experienced combo men desire permanent location. One emphasis announcing other emphasis engineering work good as team. Only well organized and managed plants considered. We think we have something to offer you decide. Box 389H, BROADCASTING.

Announcer, five years experience radio and television seeking opportunity. Publicity and promotion, play-by-play big ten basketball, football and baseball. Presently employed midwest TV outlet. 24, single, will travel. Box 390H, BROADCASTING.

Announcer, 6 years commercial radio. Married, permanent. No genius but competent and reliable. Box 394H, BROADCASTING.

Announcer with two years experience. Draft exempt. Can handle all types of shows and board. Good voice, hard worker, references. Box 395H, BROADCASTING.

Announcer, 27, married, good voice, three solid years radio work. Top morning personality. Disc and news experience heavy. Marine veteran, references. Box 397H, BROADCASTING.

Experienced staff announcer, 37, married veteran, top newsman, best references. Box 398H, BROADCASTING.

Announcer-producer, 11 years with it, 34. Employed now, but desire position in east or midwest. Capable of all-round operation. Strong on narration and live shows. Various et's on request. Box 400H, BROADCASTING.

I'm tired of kissing the old man's secretary's foot and I shouldn't have to because I'm a good boy to have around for news, forums, interviews and good music. Anybody in the western third of the country need me? Box 404H, BROADCASTING.

Announcer, mature voice, distinctive news delivery, newscasts that sell for sponsor. Experienced all phases. Draft exempt veteran, married, special events, color. Box 399H, BROADCASTING.

Announcer, single, all-round staff man. Professional experience, specialty ad-lib. Mature voice, selling background. Draft exempt. Box 408H, BROADCASTING.

Experienced announcer, capable salesman, sound knowledge production, programming. Good proposition will get you draft exempt man who can be relied on to work hard and stick to his job. Box 411H, BROADCASTING.

New England stations: 6 years play-by-play baseball, basketball, football, boxing. Sports shows. Staff work. Top references. Box 412H, BROADCASTING.

During 1950—the Voice of Yankee Stadium. Seeking connection 5 or 10 kw independent. Nine years commercial experience. Morning show ready to go. Versatile, reliable. Box 414H, BROADCASTING.

Dear southern California or Florida program director: Veteran, 28, decade announcer-newsman in top stations (5 presently), wants job with you. $75 minimum. Box 424H, BROADCASTING.

Announcer-salesman, accent on announcing. Age 26, married. Thoroughly trained and experienced. Excellent news, DJ. Possess pleasant voice, exciting personality, ambitious. Knowledge console. Disc, resume available. Box 427H, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 2½ years experience all phases. 1 year music director AM. Disc. Sports, play-by-play, vet. Age 24. Box 428H, BROADCASTING.

Play-by-play baseball job wanted, draft exempt, five years experience, excellent staff work, references. If no live baseball don't answer. Tell all first letter. Box 429H, BROADCASTING.

Combo man experienced with ticket wants position in California or western states. Write P. O. Box 292, South Pasadena, California.

Available immediately. Experienced announcer-engineer-console operation, 1st class ticket, veteran, single, knowledge classical music, want job with future, state pay, hours. Ted Gosman, 32-53 43rd St., Astoria 3, L. I., N. Y.

Announcer, operator. Veteran, single. Sports, news, music, commercials. Will travel. Photo and disc available. Marko Zelich, 1328 Marquette, South Milwaukee, Wisconsin.

Technical

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Chief engineer, presently employed, experienced in all phases, looking for tough job with progressive station which expects top flight performance from its engineering department. Box 282H, BROADCASTING.

Engineer, 10 years experience AM radio. Draft proof. Box 338H, BROADCASTING.

Engineer, first class license with 2½ years experience. Veteran 26 years old. Single, very brief combination experience. Box 391H, BROADCASTING.

Chief engineer: Over eleven years in broadcasting, high and low power including directional antennas. Prefer southern states. Box 396H, BROADCASTING.

First phone, studios, transmitters, complete offer please. Box 410H, BROADCASTING.

First phone, transmitter experience, desires studio-transmitter operation. Draft exempt, married. Prefer N.E. Box 415H, BROADCASTING.

Combo man, 1st phone announcer-engineer, control board operation, single. Box 416H, BROADCASTING.

Technician, first license, five years broadcast radio, wants straight transmitter job. No objection some studio maintenance. 32, single. Please outline requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

Attention university town stations. Program director seeks same or similar position. Experienced, trained, employed, successful, sales conscious. Age 25. Can supervise any or all phases of station operation. Box 180H, BROADCASTING.

3½ years experience. Low mature voice, operate board. News editor, writer and production. Seek future. Married, veteran, draft deferred. Will go anywhere. Write Box 332H, BROADCASTING.

Program director-announcer. Good draft status. Married. 5 year station and 5 years free lance experience. Box 387H, BROADCASTING.

Program director, 3 years experience in all phases of radio station operation, including staff announcing, news, farm programs, time sales. College graduate radio-journalism, married veteran, 25, excellent references. Employed past two years 5000 watt Mutual affiliate. Available on two weeks notice. Prefer Ohio or Indiana station, but will consider all offers. Personal interview or tape, photo. Box 388H, BROADCASTING.

Program director, experienced all phases production, announcing, copy, some sales. Married, desires permanent opportunity in friendly community. Box 389H, BROADCASTING.

Situations Wanted (Cont'd)

Do you constantly say: Good men are hard to find? Check these qualifications. Match them with your needs. Successful at producing radio programs with good ratings and sponsors for Main Street audiences. Experience as an announcer, continuity writer, script writer and director. Intelligent, cooperative, good executive. Opportunity in or near metropolitan area preferred. Box 423H, BROADCASTING.

Television

Salesman

Transcription salesman desires to sell syndicated TV shows. Eastern territory, moderate draw against commission. Box 243H, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

Hard to get broadcast, television equipment, G.E., Western Electric, Gates, Collins, used two years, like new. Write for descriptive list and prices. Box 149H, BROADCASTING.

Type 1900 Andrew automatic dehydrator with spare parts kit. Excellent condition. $375.00. WJMX, Florence, S. C.

One RCA 69C distortion analyzer used very little and in excellent condition. Real bargain at $250.00. WMVA, Martinsville, Virginia.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Liquidating entire recording studio; mikes, turntables (W.E.) etc.; Universal lathe, Gates console. Inventory upon request. Highest bid takes all. 1045 Elbert, Oakland 2, California.

Wanted to Buy

Stations

Experienced manager considering purchase small market fulltime local station or half of regional, preferably south. References. Box 283H, BROADCASTING.

Desire to purchase immediately, half or whole small market fulltime local station preferably located in southwest. Box 402H, BROADCASTING.

Equipment, etc.

925-940 mc studio transmitter link, studio equipment. State condition, prices. Box 425H, BROADCASTING.

Wanted: Equipment for 250 watter including transmitter, monitors, console, antenna. Kelly Bell, Crawford Hotel, Midland, Texas.

Miscellaneous

Attention, commercial managers! Turn that sustaining time into dollars with our accounts! Write Ambassador Advertising Associates, 706 Elmwood, East Gadsden, Alabama.

Situations Wanted

Television

Production-Programming, others

Experienced TV Director available immediately

Radio and TV veteran wishes position as TV program director with established station. Network, agency and local station production experience. Salary not important. Best of references.

Box 335H, BROADCASTING• *TELECASTING*

Help Wanted

Television

Announcers

TV EMCEE

Live-wire Master of Ceremonies for TV audience participation show wanted by midwest station. Real opportunity. Send background, picture and disc to Box 282H, BROADCASTING • *TELECASTING.*

Miscellaneous

"THE SILVER DOLLAR MAN"

Now available under protected copyright guaranteed to double Sales Volume of Bottler, Brewery or dairy in thirty days or money refunded.

Write or wire R. A. (BOB) Perrott
Brunswick, Ga.

Employment Service

RADIO PERSONNEL

Wanted: Capable, experienced announcers, program director, disc jockey, combination engineer-announcer. Woman editor-commentator.

BERT ARNOLD,
Keene Road,
Clearwater, Florida

I am placing better men with better stations everywhere every day.

Wanted: Broadcast Executives

We are seeking qualified applicants for placement as station manager, commercial manager, program director and chief engineer. Write or wire for confidential application form.

Howard S. Frazier
TV & Radio Management Consultant
Washington 5, D. C.
726 Bond Bldg. *NAtional 2175*

TOSCANINI BACK
Leads NBC Symphony Again

ARTURO TOSCANINI will resume as conductor of the NBC Symphony Orchestra at his original time, Saturday, 6:30-7 p.m., over NBC from Carnegie Hall, New York. The NBC Symphony, now heard Monday at 10 p.m., will be re-scheduled at the maestro's request for Saturday. First of his concerts will be on Jan. 27. Being a benefit concert, it will begin at 6 p.m., although the five subsequent concerts will begin at 6:30 p.m.

The maestro, who has been recovering from a knee injury which kept him from the podium, will need the extra half-hour to conduct Giuseppe Verdi's "Requiem," in commemoration of the 50th anniversary of the composer's death. Proceeds from the concert, for which tickets will be sold, will go to the Casa Verdi, the Milan, Italy, home for aged musicians founded by Verdi. At subsequent broadcasts, Mr. Toscanini has requested that there be no audience.

ABC will carry 45 minutes of a *VIP Amateur Hour* from Constitution Hall in Washington, D. C., Jan. 25 starting at 9 p.m. Participating guests will include Vice President Barkley, House Speaker Rayburn and others. Show is being arranged by Women's National Press Club for benefit of Associated Services of Armed Forces and will be open to public.

RIDERS RALLY
D. C. Petition Supports TR

PETITION supporting transit radio and television was filed with FCC fortnight ago by Transit Riders Favoring Radio and Television, a Washington, D. C., area group. It told FCC that radio and TV on busses, streetcars and trains provide a valuable means of defense communication in addition to being useful channels of public education and entertainment.

Filed by Mrs. Virginia Eileen Miller, chairman of the citizen's group, the petition informed FCC minority interests have been outspoken in opposition to transit radio and hence cited the need for the voice of the majority who favor music-while-you-ride, as evidenced by popular opinion polls. The petition stated none of its group is affiliated with WWDC-FM Washington, local Transit Radio outlet, or with Capital Transit Co., operator of the public transportation system.

The petition contended transit radio should be installed on all public conveyances wherever public advertising support is provided, "with the strict proviso that strict check on programs should be maintained to prevent too much time being devoted to advertising messages and commercials and to keep sound level from being too loud." The petition further contended transit radio does not violate the Commission's policies and opposed requests that transit radio be discontinued or the WWDC-FM license not be renewed.

Also denying that transit radio invades the privacy of riders, the petition noted a Washington judge had ruled in favor of transit radio on this issue in December 1949. The petition from a technical standpoint noted that radio-equipped cars and busses do not cause interference to home TV sets because of better grounding.

WPTR Albany, sponsoring drive for funds for Albany's only paraplegic, had Dave Denny and Anna Marie Thomas, RCA recording artists, present check to veteran for $300 from listeners of Mr. Denny's show.

FASTEST PREPARATION FOR

F.C.C. 1st PHONE LICENSE

Get your ticket the EASY way! Qualify for a higher-paid job *now*. Learn ONLY the essential facts needed for your F.C.C. License. Learn by PHOTOSOUND, the advanced new method that actually cuts study-time in HALF!

FREE! **SAMPLE F.C.C. EXAM AND "OPPORTUNITIES IN ELECTRONICS"**

MAIL COUPON NOW!

ELECTRONIC TECHNICAL INSTITUTE Dept. B-151
749 Venice Blvd., Los Angeles 15, Calif.

Gentlemen: Please send me without cost or obligation a sample F.C.C. Examination and "Opportunities in Electronics".

NAME.....
ADDRESS.....
CITY.....ZONE....STATE.....

PROMINENT television engineers and consultants attending a symposium dealing with antenna problems at the RCA Little Theatre in Camden, N. J., a fortnight ago include (l to r): Thomas E. Howard, WPIX (TV) New York; Henry E. Rhea, WFIL-TV Philadelphia; Jack M. DeBell Jr., DuMont Labs, Passaic; John G. Preston, WJZ-TV New York; Dana Pratt, manager, RCA broadcast transmitter sales; Charles H. Singer, WOR-TV New York; A. M. Hopwood, WPTZ(TV) Philadelphia, and Newland F. Smith, WOR-TV.

'OPERATION EDUCATION'

WFIL-TV Sets New 'University of the Air' Series

"OPERATION Education" is the by-word at WFIL-TV Philadelphia which last week inaugurated a series of educational programs five times weekly. The series has the full cooperation of 19 universities and colleges in Pennsylvania, New Jersey and Delaware, and is presented Monday through Friday 11:10-12 noon under the title *WFIL-TV University of the Air.*

Arrangements for the project were made by Roger W. Clipp, general manager of *The Philadelphia Inquirer* stations, who held several meetings with leading educators representing the institutions that are participating. "We have been planning such a series of programs for a long time," Mr. Clipp said. "Months of preparation have gone into this project, and much thought has been given to the many problems involved in televising a series of this kind."

See Advantages

Spokesmen for the station and the cooperating colleges and universities expressed confidence that the project will be of greater aid to education than other types of adult teaching programs now in effect in the TV field. The programs will be televised in two series of 11 weeks each during the winter and spring months. Nine of the schools offer weekly programs of 15-minute, 20-minute and half-hour periods in the first series. The Philadelphia Board of Education also presents a separate course titled, "Let's Speak Spanish."

The administrative committee will hold a series of meetings between now and next fall to plan the curriculum for the 1951 programs. Dr. Armand L. Hunter, educational director for *The Inquirer* stations, will serve as chairman of this special committee. Dr. Hunter, a teacher as well as a noted broadcaster, is chairman of the department of radio, speech and theatre at Temple U. Dr. Joe Zimmermann, director of the television workshop at Temple, is in charge of the production for WFIL-TV. Dr. Zimmermann has directed theatrical projects for several educational institutions and has been a set decorator at Paramount Studios in Hollywood.

Southeast Network Station

$95,000.00

Established more than 15 years, this successful fulltime network facility covers a rich market well removed from TV in the growing southeast area. Profits are consistent and business is increasing. The plant is well equipped and sizeable real estate holdings are included in the purchase price. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

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James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

PARKS TO SPEAK

At REC Jan. 11

RADIO, television and press information dissemination by Office of Information, department of the Army, will be discussed by Maj. Gen. Floyd Parks, its Chief, at the Radio Executives club Luncheon Jan. 11 at the Waldorf-Astoria Hotel, New York. A late briefing on the Korean situation and its world impact also will be given by Gen. Parks, with Army, Navy, and Air Force officers on hand to assist him.

The Signal Corps will present two animated exhibits, "Communications in Action" and "The Eyes of the Army." The latter depicts the work of Army camera men.

March of Dimes Spots

ASSOCIATED Program Service, New York, is supplying its subscribers with specially prepared announcements to be used during the March of Dimes campaign, Jan. 15-31. Letter from Basil O'Connor, president of the National Foundation for Infantile Paralysis, explains that announcements can be used on any or all of the 15 program series produced by Associated.

Directory Issued

RADIO REPORTS Inc., New York, has issued 1950 edition of its annual "Radio-TV Personalities Directory" containing names, addresses and broadcast schedules of more than 800 newscasters, commentators, around-town reporters, chatterers, etc., who broadcast on networks or locally in New York, Chicago, Boston, Philadelphia, Washington, Cleveland, Detroit, Los Angeles and San Francisco, via AM, FM and TV.

Campana on CBS

CAMPANA Sales Co., for Italian Balm, Solitair Cake Make-up and other products, will assume sponsorship of *Bill Shadel and the News* over CBS Sat. 11-11:05 a.m., effective Jan. 27. The agency is Wallace-Ferry-Hanley Co., Chicago.

FILM CUTTERS

Union Retracts Wage Sca

WAGE CONCESSIONS made TV film producers approximat two years ago have been cancell by Motion Picture Film Edito Local 776, IATSE, Hollywood. T union, effective Dec. 18, restor regular studio feature scales f all cutters working in video.

Rescinding of the agreement believed to be the first in wh might be a general union trend retract wage scale and crew co cessions now in effect.

The action raises the film cu ter rate from $166.66 for a 48-ho week to $305.72 per week on ca (unlimited hours) or $222.21 for 54-hour week plus time-and-a-ha for overtime.

Some 100 TV film companie were notified of the wage increas in letters sent out by John Lehner union business agent. He also re vealed the union shortly will sub mit bargaining contracts on work ing conditions in the TV field.

SET DECLINE

Bell Sees Summer Shutdow

DEFENSE demands may cause complete shut-off in the manufac ture of television sets by the sum mer, according to H. A. Bell, pres ident of Packard-Bell Corp. an spokesman for Southern Califo nia's TV industry as represented i the Electric League of Los Angele

Mr. Bell based his prediction o latest reports from industry repr sentatives in Washington and th estimated amount of defense order that will be placed with electroni manufacturers. Electronics wi take up 10% of the announced mil tary appropriation of approximat ly $60 million which means elec tronic manufacturers will be call upon to produce $6 billion worth materials for services, as contras ed with 1950 production of $1,500 000 for television sets, he declare

JACKSON INDUSTRIES, Chicago T and radio manufacturer, has compli with government's request for pri freeze on commodities by cancelli its plans to up prices on new 19 line by 10%.

Early Bird Pattern

WHAM-TV Rochester's TV signal now goes on the air at 8 a.m. daily instead of the previous 11 a.m. start to permit service and installation men in the area to start work earlier on receiver adjustments. Rapid growth in TV receiver installation and subsequent increased service calls necessitated the plan by Stromberg-Carlson Co.'s outlet, in cooperation with Electrical Assn. in the city and Rochester TV distributors. Cost is being shared by distributors and retailers with the electrical association handling details.

Docket Action . . .

INITIAL DECISION

Kansas City Bcstg. Co., Kansas City, Mo.; Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Announced initial decision by Examiner J. D. Bond to deny applications of both Kansas City Bcstg. Co. and Reorganized Church of Jesus Christ on 1380 kc, 5 kw day in respective cities. See BROADCASTING • TELECASTING Jan. 1. Decision Dec. 29.

Non-Docket Actions . . .

TRANSFER GRANTS

KBKI Alice, Tex.—Granted assignment of 15% partnership interest in Alice Bcstg. Co., licensee, from J. H. Mayberry to George Prowse for $6,667. Mr. Prowse is county judge for Nueces County. KBKI is assigned 1070 kc, 1 kw day. Granted Dec. 27.

WMGR Bainbridge, Ga.—Granted assignment of license from S. Marvin Griffin, licensee, to Thomas R. Hansen, John A. Dowdy and Charles W. Dowdy for consideration of $24,000. Mr. Hansen is 16.6% owner WBHB Fitzgerald, Ga.; John Dowdy is vice president World's Music Record Shop, Gainesville, Fla. and Charles Dowdy is commercial manager WBHB. WMGR is assigned 250 w fulltime on 1490 kc. Granted Dec. 27.

KEPO El Paso, Tex.; KWFT-AM-FM Wichita Falls, Tex.—Granted acquisition of control in KWFT Inc., licensee by E. H. Rowley, Agnes D. Rowley, John H. Rowley and Kenyon Brown for $32,062. Control of corporation is acquired by no individual, members of same family group will own 80% of stock. KEPO is assigned 5 kw fulltime on 630 kc. KWFT is assigned 5 kw fulltime on 620 kc. Granted Dec. 27.

WPAG-AM-FM Ann Arbor, Mich.—Granted acquisition of negative control in Washtenaw Bcstg. Co. Inc., licensee by Arthur E. Greene and Edward F. Baughn through purchase of 40% stock held by Paul G. Greene for $50,000. Mr. Greene is a road contractor and wishes to devote more time to that business. WPAG is assigned 1 kw day on 1050 kc. Granted Dec. 27.

WMIL Milwaukee, Wis.—Granted acquisition of control in Cream City Bcstg. Co. Inc., licensee, by Gene Posner for $29,605. This constitutes a corporate reorganization. WMIL is assigned 1290 kc, 1 kw day. Granted Dec. 27.

New Applications . . .

AM APPLICATIONS

Wheatland, Wyo.—William C. Grove, 990 kc, 1 kw day. Estimated construction cost $19,600. Mr. Grove has radio interests including 16% KFBC Cheyenne, Wyo., 11% KCSJ Pueblo, Col., 5% KRAL Rawlins, Wyo., and 50% KSID Sidney, Neb. Filed Jan. 3.

Emporia, Va. — Stone Bcstg. Corp., 1400 kc, 250 w fulltime. Estimated construction cost $11,254.90. Principals in corporation: Maxey E. Stone, jewelry store owner, president 99% plus; Elizabeth Leidig Stone, secretary 1% minus; and Richard D. Robinson, 1 sh. preferred stock. Filed Jan. 4.

Los Angeles, Calif.—Southern Calif. Trade Unions Bcstg. Assn., 830 kc, 10 kw day. Estimated construction cost $101,800. Principal officers include: Paul D. Jones, representative Joint Council Teamsters #42, president; Leslie H. Dayton, sec.-treas. Teamsters Union #626; John Kennard, sec.-treas. Local #420; Theodore Merrill, sec.-treas. Local #692; Stewart Mason, president Teamsters Union, Local #467 San Bernardino; Mark S. Whiting, sec.-treas.; J. P. Poteet, sec.-treas. Local #542; J. M. Annand, representative International Brotherhood T. C. W. & H.; Charles O. Cross, statistician Joint Council Teamsters #42. Filed Jan. 4.

TV APPLICATION

Cincinnati, Ohio—Buckeye Bcstg. Co., new commercial TV station Chan. 2 (54-60 mc), ERP 15 kw vis., 7.5 kw aur., ant. 630 ft. Estimated construction cost $164,365, estimated operating costs first year $120,000, estimated revenue undetermined. Buckeye Bcstg Co. is licensee WSAI AM Cincinnati, stock of which is 100% owned by Field Enterprises Inc. Field Enterprises holds 100% stock in WJJD Chicago, KOIN Portland, KJAR Seattle. KOIN and KJAR have TV applications pending. Filed Jan. 2.

TRANSFER REQUESTS

KCUL Fort Worth, Tex.—Acquisition of control of East-West Bcstg. Co., licensee, by James G. Ulmer, through purchase of 566 sh. of stock from Johnnie Andrews, M. Ward Bailey, T. C. Christopher, A. B. Culbertson, John C. Griffith, B. A. Lay and Nestor Cuesta for about $42,000. Mr. Ulmer was previously owner KGKB Tyler, Tex. KCUL is assigned 5 kw day, 1 kw night, directional, on 1540 kc. Filed Jan. 2.

KHBR Hillsboro, Tex. — Assignment of license from R. W. Calvert, W. N. Furey and Ross Bohannon d/b as Hill County Bcstg. Co., to Ross Bohannon. Mr. Calvert has been assigned to the Supreme Court of Tex., and Mr. Furey is desirous of discontinuing his interest. Mr. Bohannon will assume all debts, taxes and obligations of the station. KHBR is assigned 250 w day on 1560 kc. Filed Jan. 2.

KTBS Shreveport, La.—Transfer of 25% of stock in Radio Station KTBS Inc., licensee from Allen D. Morris to P. E. Furlow, George D. Wray Sr., and E. Newton Wray for $100,000. Transferees are previous stockholders. KTBS is assigned 10 kw day, 5 kw night, DA-2. Filed Jan. 3.

WOTW-AM-FM Nashua, N. H.—Acquisition of control of Nashua Bcstg. Corp., licensee, by Arthur Newcomb through purchase of 40% stock from Homer Wingate. Mr. Wingate sells for $100. Mr. Newcomb is president and general manager WOTW. WOTW is assigned 1 kw day on 900 kc. Filed Jan. 3.

FCC Actions

Applications Cont.:

(Continued from page 76)

SSA—770 kc

KOB Albuquerque, N. M.—Extension of SSA on 770 kc 50 kw-D 25 kw-N until March 1.

January 4 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station: WSDC Marine City, Mich.; KLCB Libby, Mont.

AM—1450 kc

Midwest Bcstg. Corp., Montevideo, Minn.—CP AM station 1450 kc, 250 w unl. AMENDED to request 100 w unl. and change officers, directors and stockholders. Amendment accepted as new application.

AM—1240 kc

KOAT Albuquerque, N. M.—CP AM station to change from 1450 kc 250 w unl. to 1240 kc, 250 w unl.

AM—1470 kc

Sanford A. Schafitz, Highland Park, Mich.—CP AM station 1570 kc, 1 kw AMENDED to request 1470 kc, 500 w and change studio location from Highland Park to Farrell, Pa. Accepted as new application.

Modification of CP

Mod. CP AM station to change frequency, increase power etc. for extension of completion date: WWNR Beckley, W. Va.; WFAA Dallas, Tex.

PLAYS
ALL SPEEDS 78, 45, 33 RPM
ALL SIZES 7-17½ inch
ALL KINDS OF RECORDS
Now available also for AC-DC operation—from $28.95-$99.50
Catalog Upon Request
AUDIO-MASTER
341 Madison Ave., N. Y. 17, N. Y.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 4

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,236	2,201	119		266	136
FM stations	676	510	183	1*	10	6
TV stations	107	56	50		374	171

* On the air.

* * *

December Box Score

STATUS of broadcast station authorizations and applications at FCC as of December 31 follows:

	AM	FM	TV
Total authorized	2,351	703	109
Total on the air	2,232	676	107
Licensed (All on air)	2,199	510	56
Construction permits	152	156	53
Conditional grants		1*	
Total applications pending	982	201	479
Requests for new stations	266	10	374
Requests to change existing facilities	258	26	23
Deletion of licensed stations in December	2	3	
Deletion of construction permits	1	2	
Deletion of conditional grants			

* On the air

MAJOR LEAGUE BASEBALL

MIDWEST

Wanted: Top-flight play-by-play announcer to telecast 1951 season. Major league experience preferred.

Rush details of radio-TV experience, personal data, draft status, salary requirements and photo to Box 432 H, BROADCASTING.

In Review

(Continued from page 18)

ming has improved greatly in the past year makes Phonevision's success depend largely on scheduling of material in the "otherwise unavailable" class. In the special event field, mentioned by some as one in which Phonevision might excell, TV has done an outstanding job during the past season. Already the World Series, number one in the special event class, has been signed for TV for six years.

A salient theory of Phonevision, contrary to that of television, is that the public is willing to, and should, pay for entertainment too costly for advertiser sponsorship. With precedent like the $6 million price Gillette paid for the Series, it seems possible that the theory might actually work in reverse.

The price of $1 for an entire family to sit in on the first showing of a top, first-release movie might prove profitable for the backers of the new system but it seems doubtful that the average family would pay any amount for a run-of-Hollywood picture when they can see as good or better fare simply by turning on their set.

RTMA MEET

Industrial Relations Talks Set

SEVENTH annual industrial relations conference will be held Jan. 17-18 at Hotel Statler, New York, by Radio-Television Mfrs. Assn., according to James D. Secrest, RTMA general manager.

Agenda for the conference is being prepared by Harvey T. Stephens, International Resistance Co., chairman of the labor seminar subcommittee of the RTMA industrial relations committee.

With the theme, "Industrial Relations Problems in a Mobilizing Economy," the program will include talks by Ewin Clague, U. S. Commissioner of Labor Statistics; George W. Taylor, U. of Pennsylvania; William A. Gomberg, International Ladies Garment Workers Union (AFL). Topics for discussion include training programs, job evaluation, and company publications. Mr. Secrest and John Koepf, information director, will represent RTMA headquarters.

Swift's Ice Cream

OLD FRIEND

Renewing year after year, Swift promotes the sale of its fine ice cream through KJR's efficient coverage of Western Washington.

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

Sports Ban Threat

(Continued from page 17)

in the immediate future, means will be found, I think, to accommodate television to the budgetary problems of college athletics, but the accommodation must take into account that athletic income supports many other student activities.

Curtailment of athletic income, by television or any other means, will hurt not only major sport events but also other activities organized by and in the interests of students. The problem may be more difficult here where we have only one television outlet, relatively few receivers and thus, at least temporarily limited television revenue possibilities.

Broadcasting and television hold great promise for adult education. It is only since World War II, actually, that we have even scratched the surface of effective visual instruction.

Notre Dame has been a leading exponent of game telecasts for three years. Vast audiences have seen its home games via DuMont network pickups.

"The effect of the telecasts has been beneficial on the whole," Father Hesburgh told BROADCASTING • TELECASTING. "We have enjoyed our relations with the television people."

DuMont network gave an "educational approach" before every game, Father Hesburgh reminded, taking viewers through tours of both schools and bringing interviews with presidents of the institutions.

Programs 'Advantageous'

"The programs have been very advantageous to Notre Dame in a public relations sense," he said. "They show educational as well as athletic programs to millions. We feel the telecasts have been helpful to both schools. The presidents of universities on the Notre Dame schedule also have commented favorably."

Father Hesburgh conceded the TV problem at Notre Dame is different from that faced by some other universities in view of the fact that all but one game on its schedule was a sell-out. He said Notre Dame recognized that many institutions want to forbid telecasts and he felt all sides of the problem should be carefully considered.

Mr. Hamilton, as U. of Pittsburgh athletic director and chairman of the NCAA TV Committee, told BROADCASTING • TELECASTING the committee has been trying to round up all available facts before its meeting early next week. He said he is not anti-television, nor is the committee.

"Our committee will study the NORC report and other facts before reporting to the NCAA," he said. "There are too many opinions and not enough facts. All of our meetings have been friendly and constructive. We've been working for over a year on a very tough problem. I don't know if we can offer a solution but we will try to analyze the facts and not rely on superstition or prejudiced statements."

Mr. Hamilton said he didn't know why he had been tagged anti-TV unless it grew out of a letter he had written to Notre Dame three years ago. In this letter he had asked that university "if it had considered its friends in signing a television contract."

"I'm not opposed to TV at all," he explained. "It's a powerful, earth-shaking new medium requiring intelligent control and development. It can have disadvantages, too, and affect college sports adversely."

Mr. Hamilton recalled that he had appeared last fall in the pregame telecast the afternoon Pitt played Notre Dame. On the program with him was Father Cavanaugh, Notre Dame president. "We had a good reaction at the university," Mr. Hamilton said.

Ralph Fury, Columbia U. athletic director and chairman of the Eastern Collegiate Athletic Conference's TV Committee, told BROADCASTING • TELECASTING he hasn't made up his mind about sports telecasting. He has been widely quoted as a rabid foe of game telecasts and an Associated Press story Jan. 3 represented him as calling live TV "a threat to the institution of intercollegiate athletics."

Mr. Fury made this statement to BROADCASTING • TELECASTING:

I do feel that measurement of the impact of television requires a lot of study and consideration. It is new, different from anything known before, such as radio or publications. And it is big. It appears to bring both benefits and liabilities to college sports.

As of now (Jan. 4) I personally have not come to any definite conclusion as to what should be done.

Representing NBC during the Dallas meeting will be Hugh Beville, director of research. He has been main network representative in contacts with NCAA.

On the research side it is known that NORC was asked to evaluate attendance studies by Jerry Jordan, who has conducted a series of extensive analyses. His findings have been published by Radio-Television Mfrs. Assn. and have been widely utilized by those who have studied the whole matter of sports telecasting.

Many of the Jordan findings show that such factors as weather, calibre of team, economic trends and length of TV set ownership have been important elements where attendance has fallen down during the period in which games were telecast.

Georgia Tech Signs

At Georgia Tech, Assistant Athletic Director Mundorf, announcing signing of a three year TV pact with WSB-TV for basketball, said:

Television, like radio 25 years ago, will create fan interest in any sport and will make more fans as a result. Along with that, I believe there will be a period of several years during which sports promotion will suffer because of livecasting sports events.

Telecasts provide a medium that allows fans who are prevented from viewing these games to see the games on WSB-TV. Secondly they will create fan interest in basketball so that when the Alexander Memorial arena becomes available the public will be so educated in the game that they will have that strong desire to view the games first-hand.

J. Leonard Reinsch, managing director of the Cox radio-TV enterprises, said the three-year association with Tech in live telecasting has shown both parties "that the good-will in the present and increased interest in the future of Tech athletic teams far outweighs any momentary apparent loss in attendance figures." WSB-TV has telecast football, basketball, wrestling, gymnastics and swimming programs from the Georgia Tech campus.

Present at the contract signing were Messrs. Mundorf and Reinsch; John M. Outler Jr., WSB general manager; Julian N. Triers, Davison's department store publicity director, and Walt Gibb, sales promotion manager of General Electric Supply Corp. Davison's will sponsor basketball games in cooperation with GE Supply.

Georgia Tech thus joins Miami U. in encouraging sports telecasting. Col. Mitchell Wolfson, president of WTVJ (TV) Miami, told the Orange Bowl Advisory Committee a fortnight ago that TV is a definite aid to football attendance and should not be blamed for slumps in gate receipts [BROADCASTING • TELECASTING, Jan. 1].

Telecasting of games outside the region in which they originate was proposed by Arch Ward, sports editor of the *Chicago Tribune*, in his Jan. 2 column. He conceded the plan "is not 100% satisfactory, but it is a positive approach to a disturbing problem. You can't meet complications of this character by negative action."

Plan Outlined

Mr. Ward outlined details of his idea as follows:

Let's say that three networks carried college games on Saturday afternoons. One might televise the Michigan-Illinois contest. It would be aired in the East, Southwest and other available areas, but not in the Midwest.

The Yale-Dartmouth contest on the same afternoon could be carried on another network to the Midwest, Southwest and other sections, but not in the East. The Southern Methodist-Texas game could be aired by the third network in all territory outside the Southwest. The system might satisfy hundreds of thousands who enjoy football, not because of college affiliation or loyalty, but for the sport itself.

The games to be televised should be chosen by a committee not actually connected with the operation of football in the various conference or independent schools, but by men in fair position to pick the events of widest appeal.

Another Chicago sports writer, Jack Clarke, of the *Sun Times*, accompanying a group of coaches and athletic officials en route from the Rose Bowl game to Dallas, writes that the Big Ten will support action to limit television. He says a Big Ten survey showed that the conference, which prohibited television, suffered a smaller decrease in football attendance last fall than any other section.

FREDERIC W. ZIV Co. last week announced a new transcribed, syndicated program, *Bold Venture*, to be released March 26. John L. Sinn (center), executive vice president of Ziv, meets with the co-stars of the new series, Humphrey Bogart and Lauren Bacall, of movie fame. The show will be sold to local and regional advertisers and stations.

NANCY McIVER
TRAVELS THE WORLD

Formerly Nancy Grey on WTMJ—NBC
WHFC Chicago WEHS-FM
2-2:30 Mon. thru Sat.
She entertains—and sells—and sells
Participations Available
MARSHALL PRODUCTIONS INCORPORATED
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Radio — Shows to fit your budget — TV

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One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting industry.

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A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

said the Pacific Coast conference would endorse the Big Ten's stand.

The Washington, D. C., baseball team of the American League may allow only 21 home games to be telecast next year, according to President Clark Griffith. The club had a 70,000 attendance decline in 1950 but is understood to have received well over $100,000 for radio-TV and park display rights. Sponsor was Chesterfield cigarettes.

John Meck, television set manufacturer, issued a statement Wednesday:

Are you a failure?

Did your boy friend give you the brush?

Is your business going downhill?

Blame television. Go ahead. It's becoming the national habit to use TV as the "big excuse." Football teams that couldn't draw a crowd if smoke signals were the only form of communication have had a grand finger-pointing and pouting season. Baseball, too.

Hollywood has been crying in its champagne so long that it can't see the handwriting on the wall, or the box office receipts for a *good* picture. High-priced nightclubs and restaurants chorus the wail against television, ignoring tax boosts that damper the urge to dine and dance. Now a bus company wants to hike its fares, declaring petulantly that "people are staying home." Thus they will penalize their current passengers who will no doubt be thrilled at this reward for their patronage. So go ahead . . . if you've made a mistake in your business judgment or have a big glaring fault you want to cover up—blame television. It won't phase the lustiest baby ever to be grasped to America's bosom.

RENEWAL CASE

Oral Argument Sought

DOCUMENTS awaiting FCC action in connection with the hearing on the news policies of G. A. (Dick) Richards mounted a little higher last week: Counsel for the station owner asked for oral argument on an earlier petition, and the FCC general counsel filed his reply to another request of the Richards attorneys.

Attorneys Hugh Fulton and Joseph W. Burns asked the Commission to hear oral argument on their request that FCC reconsider and grant regular license renewals for Mr. Richards' stations—KMPC Los Angeles, WGAR Cleveland, and WJR Detroit—or that, alternatively, renewals be issued on the basis of performance in the last license period.

FCC General Counsel Benedict P. Cottone, answering another petition, questioned Mr. Richards' "good faith" in filing applications seeking to transfer control of the three stations to a trusteeship. Mr. Cottone raised the question in answer to a petition requesting dismissal of the trusteeship applications "without prejudice."

The general counsel did not oppose the request for dismissal of the trusteeship plan, but insisted that this should not prevent him from "raising the question of applicants' good faith" later in the renewal proceedings or in connection with "any future applications of a similar nature."

Messrs. Parham (l) and Engel review WDEF sale details.

He based his position on the statement of counsel for Mr. Richards that the trusteeship plan was originally submitted "only because of [Mr. Richards'] belief that the naming of trustees would obviate the necessity for protracted and expensive proceedings." Yet, Mr. Cottone asserted, the trusteeship applications themselves "stated that the reason for seeking [transfer] was the poor health of Mr. Richards and his desire to retire from active control of the stations when he reached the age of 60."

Hearing on the renewal applications, based on charges that Mr. Richards ordered newscasters to slant news according to his own political, economic and social beliefs, was completed last month after 114 days of testimony.

WDEF SALE

Engel Sells Majority Stock

SALE of majority interest in WDEF Chattanooga by Joe Engel for $200,000 to other stockholders was reported last week in transfer papers filed with FCC for approval. Mr. Engel is retiring from radio to devote fulltime to his duties as head of Chattanooga's Southern League baseball club, a Clark Griffith (Washington Senators) interest.

Mr. Engel has resigned as president of WDEF Broadcasting Co., licensee of the ABC affiliate which is assigned 5 kw day, 1 kw night directional, on 1370 kc. He held 685 shares in the station, 50.4% of the total 1,360 shares outstanding, which will be retired as treasury stock and thereby increase the respective interests of the other stockholders proportionately. WDEF Broadcasting is to pay Mr. Engel $10,000 cash with notes to cover the remaining $190,000 over a 20-year period.

Carter Parham, who has newly acquired an 18.4% interest in WDEF for $25,000 from former stockholder Kartter Lupton, has been elected president of the station and plans to devote fulltime to the operation upon Commission consent to the Engel sale. Mr. Parham for 18 years prior to 1947 was commercial manager and assistant to the president of WDOD there. He is resigning his present post as territorial sales manager for Radio Sales Corp., Philco appliance distributor.

Remaining stockholders and their interests (with holdings after transfer to be approximately doubled) include: Edward Finlay Jr., 2.2%; Thomas A. McCoy, 7.4%; John P. Gaither, 3.7%; Mary S. Abernathy, 1.8%; Elizabeth H. Abernathy, 1.8%; Raymond B. Witt Jr., 1.5%; Mr. Parham, 18.4%; Mary Louise Finlay, trustee for Edward Finlay, deceased, 12.9%.

KWTC Barstow, Calif., and KAVL Lancaster, Calif., join Southern California Broadcasters Assn., Hollywood. Membership now totals 52 stations.

DEFENSE

President's Message Awaited

ATOMIC AGE civil defense last week received a set of legislative teeth and was assured of a communications "nerve system"—but the doctor bill hung in the balance awaiting the President's annual budget message.

In rapid-fire order, both chambers of the now moribund 81st Congress adopted on successive days and sent to the White House a compromise version of a $3.1 billion proposal giving the Federal Civil Defense Administrator virtually unlimited powers upon proclamation of a "Civil Defense Emergency" [BROADCASTING • TELECASTING, Jan. 1].

While $32 million has been tentatively set aside to provide for necessary civil defense communications and for dissemination of warnings of enemy attacks to the civilian population," it will remain for the 82d Congress to approve overall funds to implement the project. FCDA has been operating with temporary emergency funds allotted by the President.

The Administrator also would be empowered, upon declaration of a civil defense emergency, to requisition property needed for stricken areas, and direct other government agencies to join in civil defense operations.

Measures related to civil defense relief were spelled out to cover an attack and to include:

(1) "Enforcement of passive defense regulations prescribed by duly established military or civil authorities."

(2) "The control and use of lighting and civil communications."

(3) Control of traffic and panic, and evacuation of personnel to shelter areas.

Senate and House approval of the bill was almost unanimous, though upper chamber debate was prolonged by Sen. Pat McCarran (D-Nev.) who declared that the bill is "one of the most drastic—the most dangerous—ever put on the statute books of America." He protested a provision which would suspend the Administrative Procedures Act during an actual emergency.

In its final form, the law will give the Administrator those far-reaching powers upon a finding that an attack has occurred or is "anticipated," though a civil defense emergency could be declared in limited areas without declaration of such findings.

Armed with legislative authority, the Federal Civil Defense Administration plans to add personnel and issue shortly a communications manual for guidance of state and city CD planning groups. The technical guide is under preparation.

Additionally, the organization last week moved into new quarters at the Cafritz Bldg., 1625 "I" St., N.W., Washington.

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN CORP.

HOLLYWOOD 38, CALIFORNIA

When It's **BMI** *It's Yours*

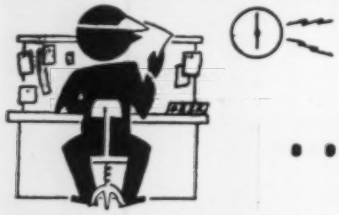
Another BMI "Pin Up" Hit—Published by Hollis

THE ROVING KIND

On Records: Guy Mitchell-Mitch Miller Orch. —Col. 39067; The Weavers—Dec. 27332; The Melodeons—MGM 10879.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

WLOK-AM-FM LIMA SOLD TO PIXLEYS FOR $137,500

SALE of WLOK-AM-FM Lima, Ohio, by Fort Industry Co. to Pixleys Inc. (WCOL-AM-FM Columbus) for $137,500 and net quick assets minus cash was announced Friday, as follow-up to Fort Industry's acquisition of WSAI-AM-FM Cincinnati [BROADCASTING • TELECASTING, Dec. 11, 1950]. Both transactions subject to FCC approval, and WLOK sale also contingent on approval of WSAI transfer. WLOK net quick assets (less cash) expected to amount to about $15,000.

Sale of its Lima AM and FM stations clears way for Fort Industry to acquire WSAI-AM-FM without conflict with FCC's policy limiting multiple ownership to seven stations in AM field, six in FM. Application for consent to purchase of WSAI-AM-FM—from Marshall Field Enterprises for $225,000 plus net quick assets—was filed with FCC Friday by Washington law firm of Dow, Lohnes & Albertson, which also is preparing WLOK application. Contract in each case permits buyer or seller to cancel if FCC has not acted within six months after application is filed.

Pixleys Inc. is owned by Lloyd A. Pixley, his wife Martha, and his mother, Grace M. Pixley. WLOK, founded in 1936, is NBC affiliate on 1240 kc with 250 w. Pixleys' WCOL, established in 1922, is ABC outlet on 1230 kc with 250 w. WSAI was formed in 1925, is affiliated with ABC, operating with 5 kw on 1360 kc.

ABC NAMES ENSIGN

WILLIAM H. ENSIGN, ABC sales department account executive, promoted to manager of eastern radio sales. Mr. Ensign, who was sales manager for Blue Network in 1927 and later first director of radio sales for J. Walter Thompson Co., also associated with sales staff of CBS and, more recently, served as eastern sales manager in New York for Transit Radio.

GETS NEW ACCOUNT

HARRY B. COHEN Agency, New York, acquired second radio-TV spot advertiser when Wyatt & Bond (Blackstone cigars) switched from BBDO, New York, to Cohen firm. Utica Club Beer moved to Cohen Agency earlier (see NEW BUSINESS, page 10).

PHONEVISION STUDY

EXTENT of motion picture interest in Phonevision, Zenith's method of telecasting feature motion pictures and other programs to paying viewers, indicated by Paramount Pictures retention of A. E. Sindlinger to observe and analyze public reaction to test telecast of Phonevision now under way in Chicago (early story page 58).

WABD INCREASES RATES

CLASS A rate increased to $2,200 per hour by WABD (TV) New York, key station of DuMont Network, effective Feb. 1. Reason for increase, station said, was 71% increase in set ownership in Greater New York since current rate of $2,000 per hour became effective last April 1. When new rate goes into effect Feb. 1, station estimates total sets in area will be 2,100,000 as compared to 1,225,000 last April.

PEARSON, ALLEN PROTEST FCC's WBAL RULING

EXCEPTIONS to FCC's 4-to-2 proposed decision favoring license renewal of Hearst Radio's WBAL Baltimore [BROADCASTING • TELECASTING, Dec. 11, 1950] filed at FCC late Friday. Public Service Radio Corp., losing bidder for WBAL's facilities and headed by Drew Pearson and Robert S. Allen, attacked Commission conclusions as unlawful and defying "simple logic" while WBAL countered with claims including challenge of Pearson-Allen "trustworthiness."

Supporting FCC decision, WBAL contended Public Service Radio is not qualified financially nor technically, no reliance can be placed upon program proposals because of stockholders' own admissions and failure of Messrs. Pearson and Allen to "disclose" in original application their proposal to bring in local stockholders "and by their false statement on important and material points demonstrates their lack of trustworthiness."

Charging FCC unfairly compared "staff" of WBAL with "stockholders" of Public Service, Pearson-Allen group attacked apparent FCC sanctioning of staff control of WBAL while absentee owners allegedly have no familiarity with operation. Public Service said majority's final conclusion to favor WBAL "singles out the only two staff factors upon which the Commission preferred WBAL elsewhere . . . and *ignores completely* (1) the integration of *ownership* and management, (2) local *ownership*, (3) diversification of background of *persons controlling* the corporation, (4) civic activities and veterans status of *stockholders* and (5) diversification of media of mass communications among *applicants*—five factors which the Commission acknowledged to be important in the final disposition of this proceeding and upon which Public Service . . . was to be preferred."

TV AIDS GRID GATE

JOHN PARSONS, sales promotion manager, Hoffman Radio Corp., Friday released figures countering claim of Pacific Coast Conference that television had been responsible for 1950 football attendance losses (see sports story page 17). Mr. Parsons' figures showed that despite drop in attendance all conference schools except U. of Southern California realized gain in dollar income during season. He also argued attendance loss was not necessarily due entirely to TV, pointing to nationwide decline in sports attendance of 5.9% between 1940 and 1950.

McNAUGHTEN CHAIRMAN

NEAL McNAUGHTEN, NAB engineering director, named chairman of Study Group 10 (broadcasting) of International Radio Consultative Committee (CCIR) as well as U. S. Preparatory Committee to next plenary conference at Geneva, June 5-July 6.

MILES USING TV SPOTS

MILES LABS., Elkhart, Ind., begins first TV spot campaign today (Monday) in 12 largest markets for 17 and 18 weeks, though Wade Adv., Chicago. Main product to be advertised is Alka-Seltzer, but Bactine and Tabcin may be promoted later.

Closed Circuit

(Continued from page 4)

sibly 30 or 40 miles away has been discus... with Budget Bureau officials as part of over... decentralization project, it's now felt th... chances for out-of-town shift are remote. It pointed out that FCC is maintaining close lia... son with both military and emergency defe... agencies and that such activity may short... become its main operation. Unless governme... defense agencies move, it's felt there would ... little sense in moving FCC.

ANNUAL dinner of Radio Correspondent... Assn. for President Truman slated to go ... Feb. 3 as scheduled despite action of Wh... House news group in calling theirs off due ... world crisis. Cancellation was not White Ho... inspired.

DODGE DIVISION of Chrysler Corp., throug... Ruthrauff & Ryan, New York, reinstating ... spot announcement campaign on about 1... radio stations starting Jan. 18 for three week... Campaign originally cancelled Dec. 18.

LIBERTY Broadcasting System expected ... announce station list in near future wi... total close to 300 mark. Network claims wa... over 250 outlets already signed.

WITH REACTIVATION of Supreme Allie... Command in Europe under Gen. Dwight ... Eisenhower, number of top consulting engi... neers who saw service in SHAEF in the Eur... pean Theatre during World War II have be... alerted for possible return to active duty. It ... indicated calls may begin in February.

EDUCATORS' PLEA TO DELAY HEARING ALLOWED

WEEK'S DELAY in resumption of FCC ... VHF-UHF television hearings ordered by FC... Friday on petition of Joint Committee on Edu... cational Television, which is scheduled to co... tinue with its case for reservation of educa... tional TV channels on new starting date: Ja... 22. Joint Committee had asked delay to com... plete preparation.

NAB, scheduled to appear later that we... as intervenor on educational TV reservati... question, meanwhile said its witnesses will ... Research Director Kenneth H. Baker and al... President Justin Miller and/or Governme... Relations Director Ralph W. Hardy. Upo... completion of testimony on educational T... FCC announced, further VHF-UHF technic... testimony will be presented by Bernard ... O'Brien, WHEC Rochester; Raymond F. Gu... NBC; Edward W. Chapin, FCC, and by Radi... Television Mfrs. Assn.

GEN. SARNOFF ON TOUR

BRIG. GEN. DAVID SARNOFF left Ne... York Sunday for month's tour on behalf ... Red Cross National Fund Drive, of which ... is chairman. He returns to New York Fe... 3. Accompanying him is Orrin E. Dunla... RCA vice president in charge of public re... tions and advertising.

DICTOGRAPH ON MBS

DICTOGRAPH PRODUCTS Inc., for ... Acousticon hearing aids, will sponsor 14 pa... age shows on MBS Jan. 15-Feb. 12 for to... of 3¾ hours broadcast time, through Ather... Adv. Agency, Los Angeles.

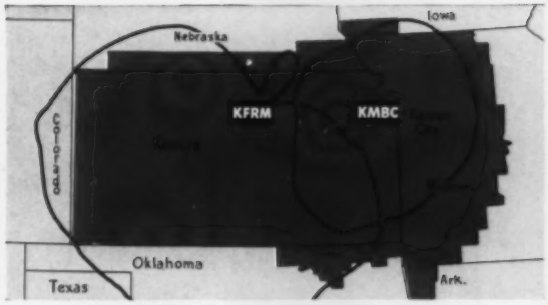
CAMPBELL SOUP Co., Camden, has tak... option on *Henry Morgan Show* for Fri., 9-9:... p.m. NBC-TV time, starting Jan. 26. Compa... will cancel its present *Jack Carter Show*, Sa... 8-8:30 p.m. on NBC-TV, effective Jan. 20. Wa... Wheelock Co., New York, is agency.

THE KANSAS CITY MARKET

Does Not Run in Circles!

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

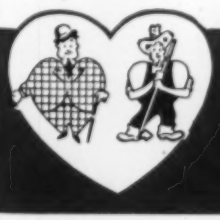


Daytime half-millivolt contours shown in black.

Conlan's 1950 coincidental survey of 146,000 calls in the Kansas City Primary Trade Territory reveals The KMBC-KFRM Team in the lead by a wide margin over all other broadcasters.

In addition, the September-October Hooper report for Metropolitan Kansas City shows KMBC in first place in morning, afternoon and nighttime periods!

The KMBC-KFRM Team provides advertisers with complete, effective and economical coverage of Kansas City's Primary Trade area—without waste circulation. For full information on your best buy in the Heart of America, call KMBC-KFRM, or any Free & Peters "Colonel."



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC